

*What's  
Ahead  
for '57?*

See page 37

Leading Publication  
in the World  
of Offset-Letterpress  
Printing

# *The Inland Printer*

1

January • 1957

Universal's Plant Has Unusual  
Production Flow

Record Keeping Essential  
For Small Printers

Letterpress-Offset Conversion  
Methods Compared

Modern Type Display—XI:  
Variety and Proportion

New Letterhead-Envelope  
Contest Announced by *IP*

JANUARY 13-19  
International Printing Week  
International Printing  
Education Week



W. A. DWIGGINS at work in his Hingham, Mass., studio.

*His Linotype faces  
grace the printed page*

Beauty of form combined with versatility in use typifies Dwiggins' Caledonia, making it one of the nation's most popular types for tasteful, lasting books. It is a favorite, too, for magazines and advertising. Other Dwiggins Linotype faces, such as the clean, simple Electra, are already modern classics.

Designers like W. A. Dwiggins represent the unmatched typographic resources of Linotype, which draws from the talents of leading American designers, and from the best European sources as well.

Consequently, publishers and printers everywhere can avail themselves of type faces produced by the world's greatest designers, and do so easily and economically through Linotype.



*"William Dwiggins, unquestionably, is one of the truly great type designers. To my mind, too, he is one of the few essentially 'native' designers and he derives his themes almost exclusively from early and contemporary American sources. I've used his Caledonia over and over since 1939, in books of every kind, and never grow tired of it. Warm, colorful, legible, pliable—it is one of the happiest of all type faces. Dwiggins' great reputation would be assured if it rested solely on this one achievement."*

GEORGE SALTER, prize-winning American artist, whose recent work includes book and jacket design for John Hersey's notable best seller, *A Single Pebble*.

**MERGENTHALER LINOTYPE COMPANY**  
29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •

Agencies: Atlanta, Boston, Chicago, Cleveland, Dallas, Los Angeles, New York, San Francisco. In Canada: Canadian Linotype, Limited, Toronto, Ontario

*Heading and text set in Linotype Caledonia*



# "Some Reasons Why Printers Prefer Ludlow"

That's the title of the big 32-page booklet we have recently completed. It outlines in detail some outstanding Ludlow advantages and operating economies which you should know about.

This big booklet graphically illustrates and describes the way in which the Ludlow helps to solve such printing plant problems as type shortages, type breakage, scarcity of spacing material, excessive press make-ready, press work-ups, congested floor space, multiple forms, and ruleform composition—to mention just a few.

As you go through this booklet you will realize some of the reasons why so many progressive printing and publishing firms, specialty printers and others have discarded the old, time-honored typesetting methods and have changed to the improved Ludlow system of all-slug display and job composition.

Send for your free copy of this big 32-page booklet—it will give you a better understanding of Ludlow's contribution to efficient composing room production. It is real information for you.

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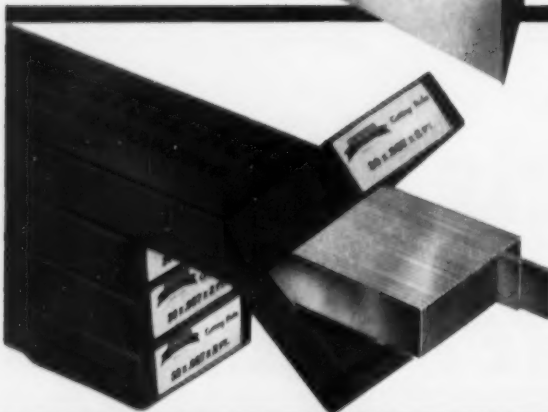


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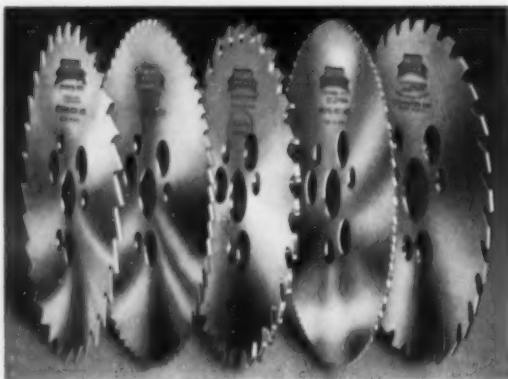


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JANUARY 1957

Vol. 138

No. 4

# The Inland Printer



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

## LETTERS TO THE EDITOR

### Something Lacking in Article

Editor, *The Inland Printer*:

Your report on "Permit Imprints" (page 51, November) is incomplete in service to printers by failure to mention the savings aspects of printing "Nonprofit Org." on envelopes for third class mailings.

—Ralph E. Sloan, Merrill-Palmer School, Detroit, Mich.

(Editor's note: Not only did IP overlook this point, but so did Clement Comments, house publication of the J. W. Clement Co., Buffalo printers, from which the article was reprinted.)

### He's Minus Info on K-

Editor, *The Inland Printer*:

In using the California job case as an element of part of a design for a house organ, an interesting question came up which my curiosity won't let me drop. No one, not even the historians at American Type Founders, has given an intelligent answer. It occurred to several of us that you would probably be the best source for an intelligent, correct answer.

In the early American Type Founders books, the case shows a letter of symbol K- in one of the compartments in top right-hand row of case. This symbol has been obsolete for many, many years and no one ever remembers it being used or what it was used for. The early forerunner of American Type Founders, James Conner, shows it in one of his books and simply calls it "type ornament," yet it was part of the case and was made in all sizes. There must have been a good reason for this and it must have been used almost as frequently as the \$ sign, diphthongs, etc. I've been unable to locate any early printing

(Turn to page 4)

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### Manuscripts

The Inland Printer will accord manuscripts, photographs, drawings, etc., courteous attention and normal care, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to The Inland Printer, 79 West Monroe Street, Chicago 3, Illinois.

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ENTERED AS SECOND-CLASS MATTER, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry has been made at Long Prairie, Minn., Post Office



Associated Business Papers

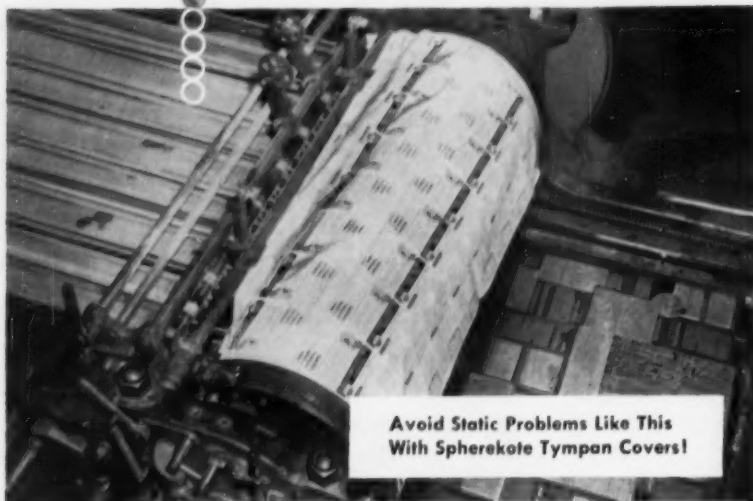


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## Glass armored tympan covers reduce static!

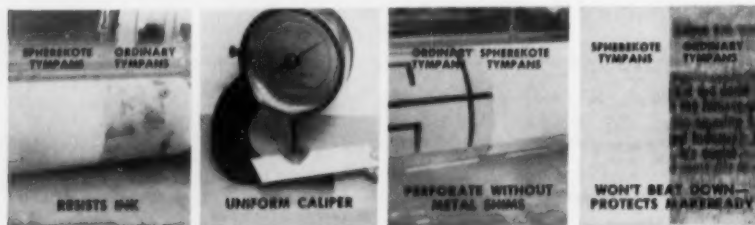


Avoid Static Problems Like This  
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## Spherekote Tympan Covers Solve Static Problems—Runs Get Off the Press Faster!

Press down time caused by static is reduced sharply with SPHEREKOTE Tympan Covers. Even troublesome stocks like gummed labels or onion-skin are off the press faster because SPHEREKOTE Tympan Covers support the stock on millions of tiny glass beads—actually reduce the total stock-to-tympan contact area and, consequently, reduce static!

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## LETTERS TO THE EDITOR

(Letters to the Editor began on page 3)

before the turn of the century in which it was used.

—Bernard M. Ryan, Typographic Service Co., 305 East 45th St., New York 17.

(Editor's note: We confess we're not any smarter than the boys at ATF on this one. We'll look for the answer, though, and if we find it, we'll let you know. In the meantime, maybe one of our readers can supply the answer.)

### Wants Orcutt's Masterpiece

Editor, *The Inland Printer*:

"The Manual of Linotype Typography" by William Dana Orcutt, issued in the twenties by the Mergenthaler Linotype Company and now out of print, has been recommended to us by Dr. James Eckman of the Section of Publications of the Mayo Clinic. Inquiring of the printers of our *Texas State Journal of Medicine*, we were told by the president of the company that you would come as near as anyone to having copies of the book in question or knowing where one might be obtained. Any information you can provide about a source for the book and its price will be much appreciated.

—Harriet Cunningham, Texas Medical Association, 1801 N. Lamar, Austin.

(Editor's note: Our own office copy has disappeared, too. If you want to buy a copy, maybe some sympathetic printer will sell you his—that is, if he wants to part with it. Try second-hand bookstores. We've even found ancient copies of *The Inland Printer* in them! And for sale at a neat price, too.)

## Next Month...

★ You'll be interested in what's going on in the Time-Life research laboratories in Springdale, Conn. T. A. Dadisman will tell you about it. ● How one printer makes every letter a sales letter will be described by Lillian Stemp. ● Wilson Arbogast will explain how any printer can have a house organ at minimum cost and effort. ● Not all printing for insurance companies is done by captive shops. P. R. Russell explains how to go after this kind of business. ● Good spacing is a problem every composing room faces. M. F. McGrew analyzes typical problems, offers solutions. ● A modern composing room, envy of the entire graphic arts industry, is the new one now being operated by the Thos. P. Henry Co. of Detroit. ● Olive Ottaway pursues problems small printers have with cost systems and estimating in the fourth of her series. ● Watch, too, for more on variety and proportion in J. L. Frazier's "Modern Type Display," now running serially. Don't miss the many informative articles in various departments.



## What do you want in an offset press?

Here's a press that takes a 23" x 30" sheet—pulls you out of the smaller press competitive area—a press that will enable you to take bigger jobs with a far better profit margin!

Up to 40,000 impressions per shift with quality and register! This means you have **MORE SALEABLE SHEETS** at the end of the day!

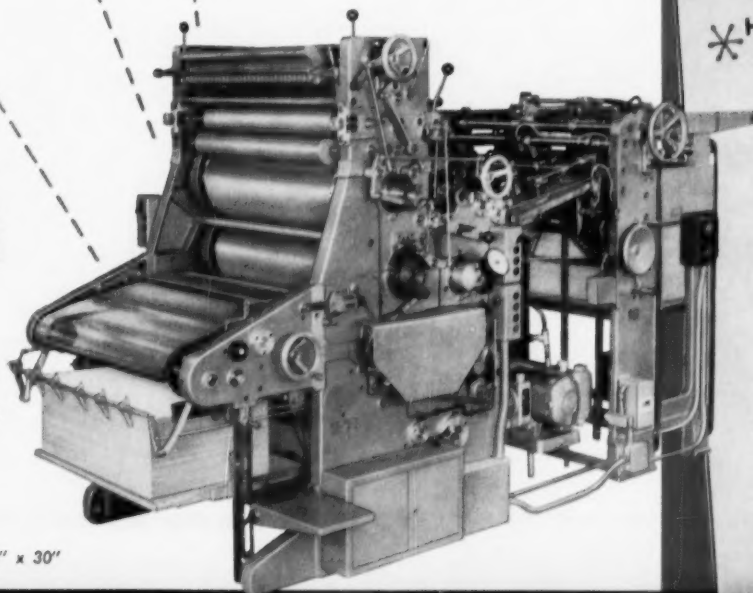
Everything is accessible for quick adjustment and makeready; everything is handy and within easy reach of the pressman; the press is rigid and sturdy and has far less vibration. All of which adds up to: *less down time, less repairs, less operator's fatigue; more productive time, faster getaway, easier operation!*

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- \* **ROLLER WASHING DEVICE**
- \* **AUTOMATIC INK & WATER CUT-OFF AND PRESS-STOP**
- \* **HAND SAFETY GUARD**  
between plate and blanket cylinder



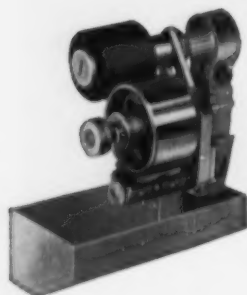
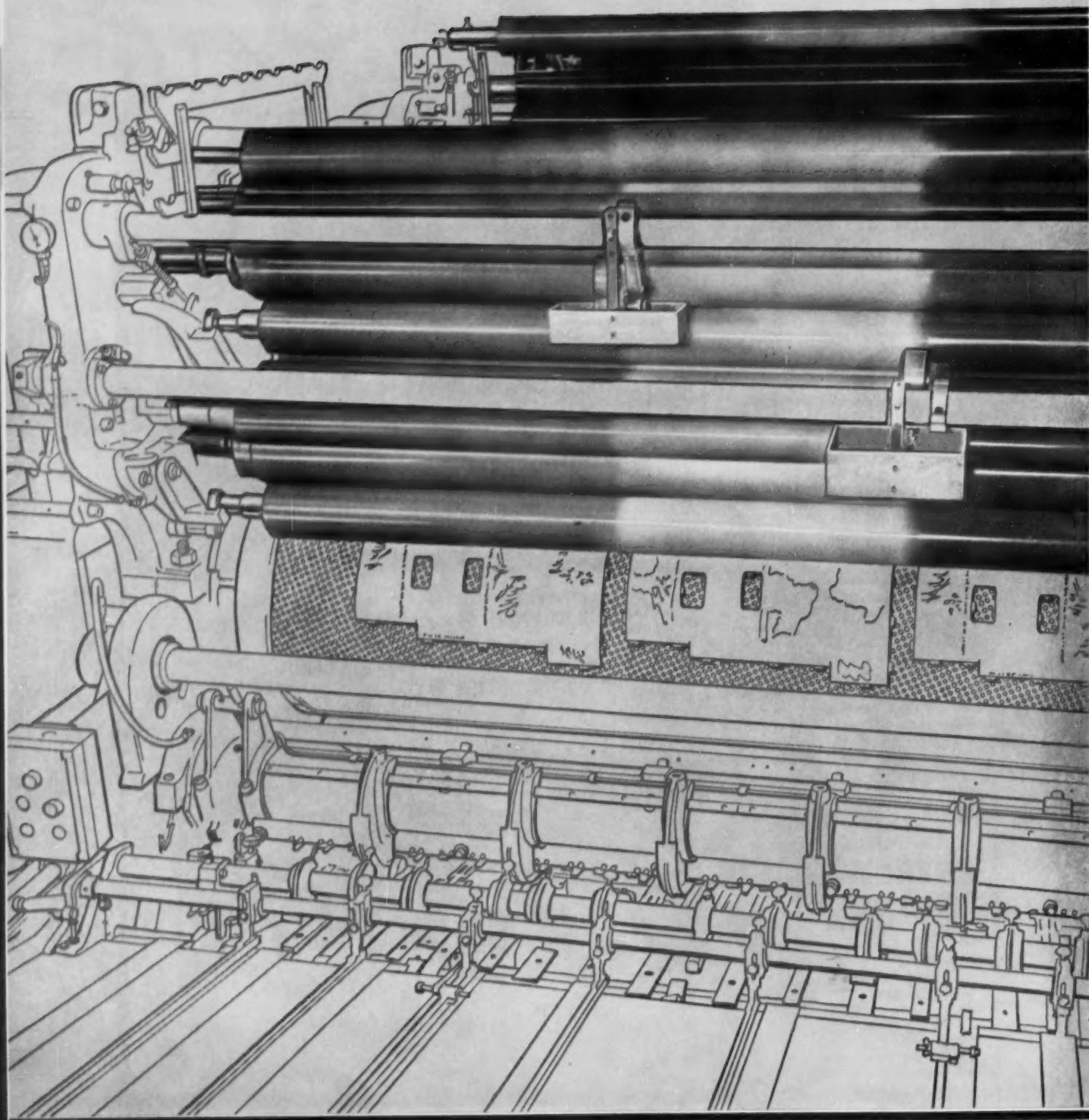
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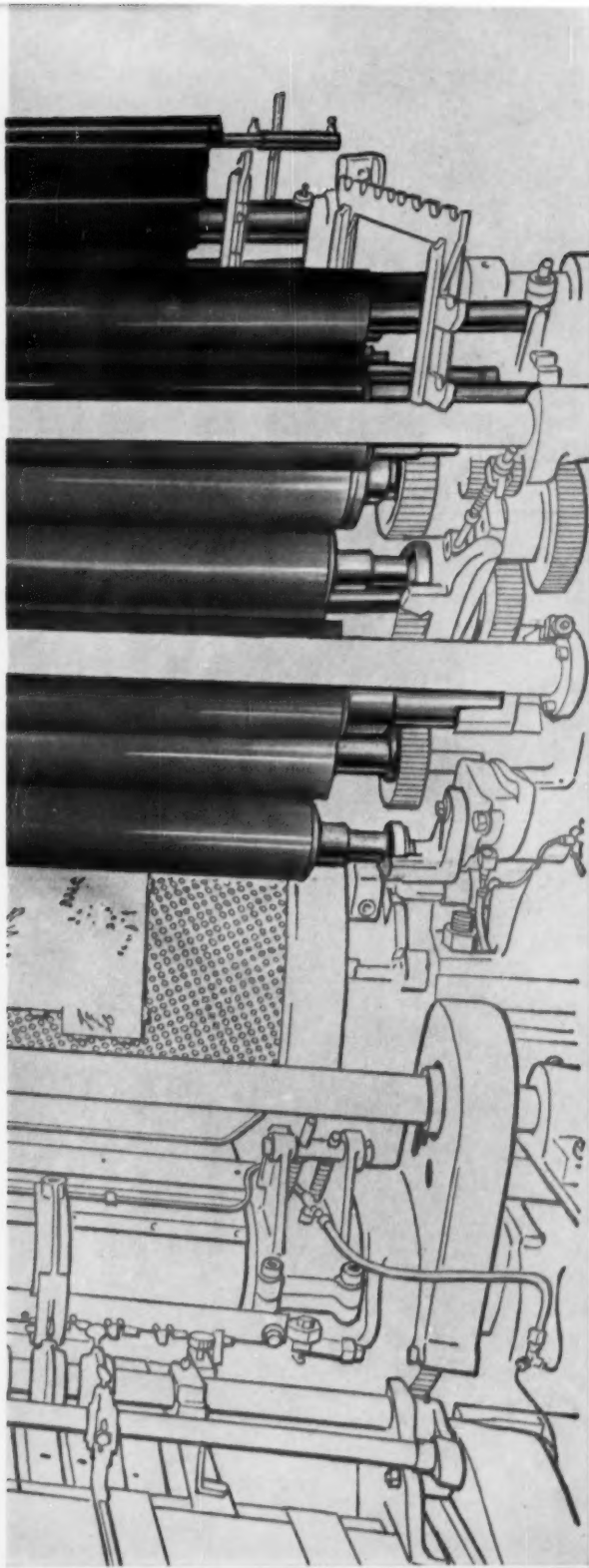


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Dayco rollers are made true and then stay true . . . because they won't swell or melt in any season and are unaffected by all recommended inks and wash-up solutions. Constructed of specially compounded synthetic rubber, they retain their perfect tack and constant diameter under the heat of the fastest press run, regardless of season or humidity.

Dayco rollers save you money! You can have them re-Daycoed after months and months of continuous service for less than the cost of a new roller. And, re-Daycoed rollers are as good as new because every roller is given the *5-point check* before it leaves the factory.

See the difference yourself! Try Dayco rollers for press runs of any length or speed. Ask your Dayco representative about these longer lasting, non-seasonal rollers the next time he calls.

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THE DAYTON RUBBER COMPANY, Dayton 1, Ohio • 1486 Lakewood Ave. S. E., Atlanta, Ga.  
West Coast Distributor, Tillicum Rubber Co., Lacey, Wash.

Dayco Rollers . . . for Offset, Letterpress, Newspaper, Corrugated Boxboard, Gravure, Anilin, Coating, Graining, Steel Mills, Dayco Offset Blankets, Dayco Fountain Dividers, Dayco Color Separators.



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*Hats by John Fredrics*



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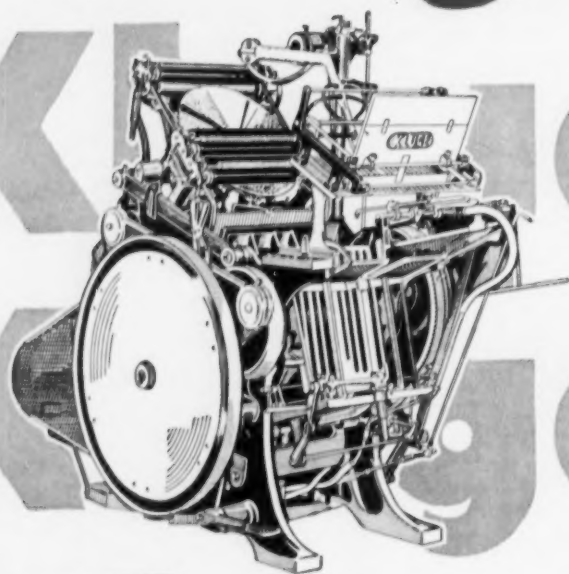
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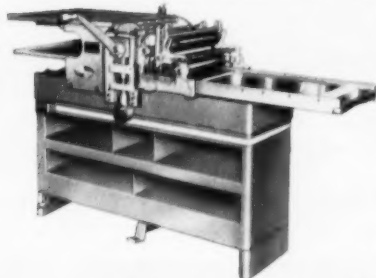
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PROOF PRESS**

**CHALLENGE OFFERS THE BEST ANSWERS  
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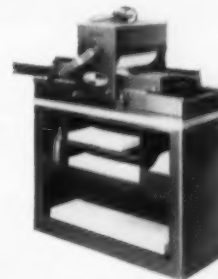


However, if you also wish to do galley proofing, the KP and KA models are your best buy. They offer many of these same features and are available in both 15 and 20 inch widths and with a .968 bed.

**FOR GENERAL PROOFING . . .**

Where a really good press is needed but where hand inking is sufficient, the model K is the best choice.

The Model E offers the lowest cost cylinder-type proof press available. It's the ideal press for schools, banks, small shops or as an auxiliary unit in larger plants where just "reading" proofs are needed.



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PP-103

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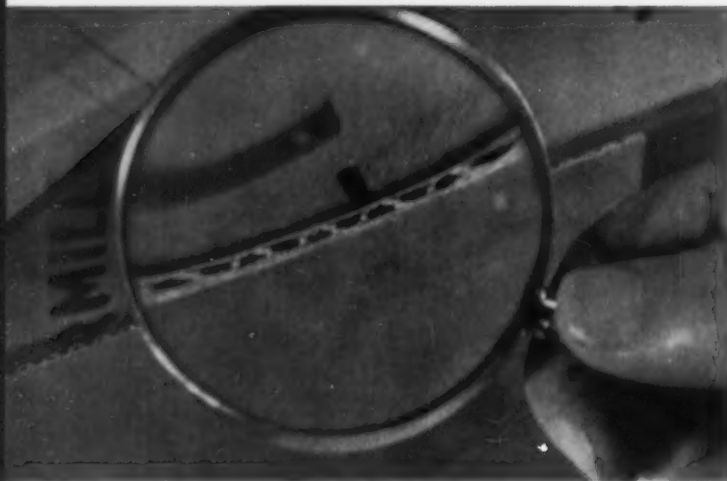
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Grand Haven, Michigan**

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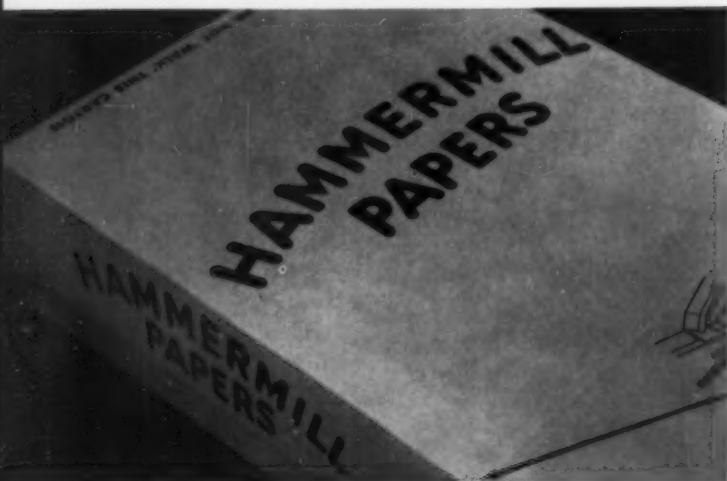
# 8 big ways Hammermill's strong, attractive packaging helps your printing — helps you sell



**PROTECTS THE PAPER.** Sturdy, high-tensile strength corrugated cardboard cartons guard paper against damage in transit and handling. A special sealing tape, reinforced with glass fibers, prevents accidental opening.



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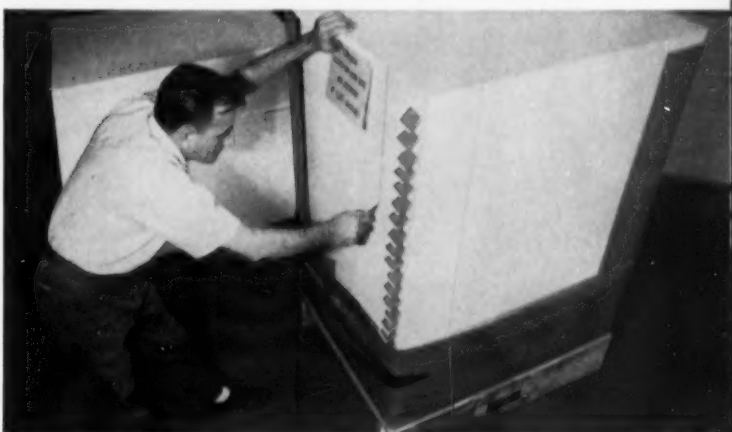
**CONVENIENT STORAGE AND HANDLING.** Special "shelf-service" carton is clearly marked for easy "knife slit" opening—makes it a simple job to pull out one ream, leaving remaining reams in the carton. Convenient, saves space, keeps paper in best possible condition until ready for use.



**WEATHER-GUARDS THE PAPER.** Attractive, moisture-proof ream wrappers preserve papers' balanced moisture content until press time, help assure trouble-free production. Pleasing green wrappers—now the same for all standard mill grades—clearly printed with famous "Hammermill" name, trademark.



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**HELPS GOOD PRESS WORK.** Clearly marked gripper and guide sides identify truest edges of Hammermill skid-shipped papers. Similar markings appear on carton-packed items which are not ream wrapped. And—skid shipments have the same moistureproof wrapping which guards all Hammermill papers.

***...and the paper inside prints, types and looks better because it contains Neutrancel pulp made from hardwood***

**R**UN new Hammermill paper up to the feedboard and start rolling. Whether you print from reams, skids or rolls, you'll produce some of the brightest, sharpest, crispest printing you've ever seen. And you'll run smooth, too.

Here's why. Hammermill papers now contain Neutrancel® pulp. New printing methods and business machines created the demand for specific paper qualities best obtained by *blending* different papermaking fibers. Now Hammermill has unlocked the special fiber qualities nature grows in northern hardwoods to improve the *blend* of pulps that goes into its fine papers. With the exclusive Neutrancel process, Hammermill—and only Hammermill—extracts from hardwood its sturdy cellulose fibers with all their papermaking qualities intact for fine papers.

New Hammermill papers print better than ever because Neutrancel pulp imparts a clearer, more attractive formation—a smoother velvety surface. To these benefits Neutrancel also adds improved visual and printing opacity; greater, customer-pleasing bulk; easier, neater folding performance.

In the recent past, Hammermill-invented centrifugal cleaners were installed to make Hammermill papers cleaner than ever before. Now, Neutrancel pulp provides a \$6,000,000 step forward to bring you Hammermill papers that please your pressmen and your customers because they (1) print better; (2) type better; (3) look better. And—they are available from your Hammermill salesman. Hammermill Paper Company, Erie 6, Pennsylvania.



# CAPACITY

Largest capacity in airfreight enables American to serve printers better than any other airline



When printers use airfreight to accommodate rush jobs without paying overtime costs . . . to match the service of local shops in distant cities . . . to gain better control over the distribution of dated material, they specify American Airlines Airfreight. It's their best assurance of fast forwarding, dependable on-time deliveries. That's because American has space available when and where it's needed most with a combined lift potential of over 1,000,000 lbs. daily—the greatest capacity in airfreight!

## **AMERICAN AIRLINES AIRFREIGHT**

*carries more cargo than any other airline in the world*



# Oxford Papers

HELP BUILD  
SALES



*As Stevan Dohanos sees it, it will take more than a light shower — a hurricane at least — to part the chef from his culinary triumph.*

When it comes to buying food products, every customer is an epicure at heart. Discerning manufacturers of food products have learned to woo their customers with mouth-watering recipe booklets and folders realistically produced in full-color on fine papers. This is where Oxford Papers fit into the picture. Would you like to see some examples? Call your nearby Oxford Merchant or write us direct.





**This insert is a sample  
of the offset results  
you can get on**



**W**ESCAR SATIN PLATE OFFSET is a film-coated (pigmented) paper of high brightness and opacity with a dull satin finish. Designed for black and white or multicolor offset printing, it gives soft, pleasing results in clear detail through a maximum range of tone gradations.

**WESCAR GLOSS PLATE OFFSET**, a companion sheet to Wescar Satin Plate, is also manufactured with a pigmented coating film, polished to a high gloss finish. It lends luster and detail to offset printing in either black and white or multicolor.

**FENWICK SUPERFINE OFFSET** is a premium grade of outstanding quality and appearance. It is a film-coated paper, highly pigmented for extra brightness and opacity. With a high gloss finish, Fenwick Superfine is admirably suited for de luxe jobs in either black and white or multicolor.

**CARROLLTON SATIN PLATE OFFSET** is a bright white paper of good opacity and regular, uniform surface. Free from lint or fuzz, it is carefully manufactured to give trouble-free press performance. Carrollton Satin Plate is recommended for quality reproduction at moderate cost.

**TWO VALUABLE AIDS:** (1) The **OXFORD PAPER SELECTOR CHART** helps you select the right grade of paper for each job. (2) The **OXFORD PAPER COST CALCULATOR** quickly gives the exact cost per 1000 sheets for common weights and sizes of printing papers. Ask your nearby Oxford Merchant or write us direct.

## Nation-wide Service Through Oxford Merchants

Albany, N. Y.	W. H. Smith Paper Corp.
Asheville, N. C.	Henley Paper Co.
Atlanta, Ga.	Wyant & Sons Paper Co.
Augusta, Maine	Carter Rice Storrs & Bement
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter Rice Storrs & Bement
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Henley Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	Marquette Paper Corporation
	Midland Paper Company
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Dallas, Texas	Graham Paper Co.
Dayton, Ohio	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chope-Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Gastonia, N. C.	Henley Paper Co.
Hartford, Conn.	Green & Low Paper Co., Inc.
	Carter Rice Storrs & Bement
High Point, N. C.	Henley Paper Co.
Indianapolis, Ind.	MacCollum Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
	Graham Paper Co.
Knoxville, Tenn.	Louisville Paper Co.
Little Rock, Ark.	Roach Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Graham Paper Co.
	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Graham Paper Co.
Newark, N. J.	Bulkley, Duntun & Co., Inc.
New Haven, Conn.	Carter Rice Storrs & Bement
New Orleans, La.	Graham Paper Co.
New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Duntun & Co., Inc.
	Green & Low Paper Co., Inc.
	Kennelly Paper Co., Inc.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Pawtucket, R. I.	Carter Rice Storrs & Bement
Philadelphia, Pa.	Atlantic Paper Co.
	Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	Brubaker Paper Co.
	General Paper Corp.
Portland, Maine	C. H. Robinson Co.
Portland, Oregon	Blake, Moffitt & Towne
Reno, Nevada	Blake, Moffitt & Towne
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Birmingham & Prosser Co.
	Graham Paper Co.
	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
San Bernardino, Calif.	Blake, Moffitt & Towne
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
South Bend, Ind.	Birmingham & Prosser Co.
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Carter Rice Storrs & Bement
	Mill Brand Papers
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	John Floyd Paper Company
Worcester, Mass.	Carter Rice Storrs & Bement
York, Pa.	The Mudge Paper Co.

OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y. ★ OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill.  
Mills at Rumford, Maine, and West Carrollton, Ohio



More Holes Per Minute—Less Cost Per Man-Hour

# LAWSON

## MULTIPLE HEAD DRILL



The **LAWSON multiple head DRILL** gives you perfect round holes — precision drilled at new high speed! Lawson steps down costs, steps up profits in your drilling operation. Check these Lawson-engineered features:

- Drills perfect round holes in a full 2" lift in 2 seconds.
- Can drill and slot in a *single* fast operation.
- *Front operated* back gauge goes back full 15".
- *Fixed table*, open frame construction gives unlimited back depth.
- Easy-to-reach handbrake stops the machine *instantly*, safely.
- *Close center*, multiple hole work of almost any desired variation is fast, accurate and more profitable with the easily attached automatic-trip indexing gauge.

### Lawson Hollow Drills Guaranteed Against Breakage!

Practically impossible for these drills to snap, split or break in normal usage. Made of finest grade tool steel — electrically heat treated and oil tempered to assure uniform quality and lasting strength. Highly polished mirror finish prevents chips from jamming. Lawson Hollow Drills also fit most other makes of drilling machines.



Complete specifications of this modern, efficient machine are described in an illustrated brochure, available on request. Send for yours today.

**E. P. LAWSON CO.** main office: 426 West 33rd Street, New York 1, N. Y.  
**CHICAGO:** 628 So. Dearborn Street • **BOSTON:** 176 Federal Street **PHILADELPHIA:** Bourse Building

### Exclusive Distributors Sales and Service

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Southeastern Printers Supply Co., Atlanta • Western Newspaper Union, Tulsa, Little Rock, Okla. City, Shreveport • E. C. Palmer & Co., Dallas, Houston, New Orleans

*"How in the world does your company  
land those big orders, George?"*

*"Easy, Harry...we just quote  
on Modern Gloss!"*



● Today it takes both quality and price to land important orders. That's why leading printers and lithographers are using the cost advantage of quality Consolidated Enamel Papers to get the business!

For example, when the job calls for a quality letterpress enamel in a medium price grade, they quote Consolidated MODERN GLOSS at savings of \$25 to \$40 per ton compared to other enamels of equal quality. Other grades of Consolidated Enamels for letterpress and offset offer substantial savings. As a result, you quote *lower* and actually make *more* profit!

Just as important, Consolidated Enamels have an outstanding record for trouble-free press performance. Over two million tons have been used by leading printers and lithographers for practically every blue chip company in America!

*How's this for an offer? Many of your customers are being pre-sold on Consolidated Enamels through powerful advertising. The next step is up to you! Ask your Consolidated merchant for free trial sheets next time you're running a job. Then compare performance, results and costs with the paper you're using — regardless of coating method! It's the best way we know of proving the outstanding value of Consolidated Enamels.*

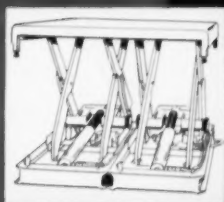
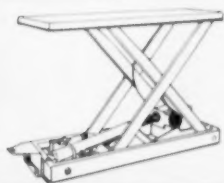
## *Consolidated*

**ENAMEL PRINTING PAPERS**

a complete line for letterpress and offset printing

CONSOLIDATED WATER POWER AND PAPER COMPANY  
SALES OFFICES: 135 S. LA SALLE ST. • CHICAGO 3, ILL.

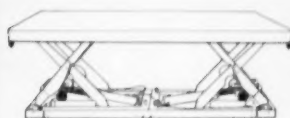
2000 lb. capacity



5000 lb.  
capacity



4000 lb.  
capacity



8000 lb. capacity

## SOUTHWORTH PORTABLE LIFT TABLE

Whatever Working Height  
You Want,  
Wherever You Want It

### NOW A WIDER RANGE OF CAPACITIES, PLATFORM SIZES & EXTENDED HEIGHTS FOR SPECIAL APPLICATIONS

Hundreds of installations now attest to the cost cutting advantages of this new type of Lift Table that can slide under skids, raise loads in a single or in several stages, give free access to work from all angles at all times . . . and be easily relocated.

Paper mills, printers and lithographers — users large and small in fact — have found the Southworth helpful in speeding up sorting, inspection and other finishing operations, as well as at more obvious cutter, trimmer or press positions. But in widening its application, higher rises, different load ratings, and various platform sizes were often found desirable.

As a result of requests, therefore, several additional basic models are now available . . . models, like the new 2000 lb. unit, which are possibly more suitable for your specific requirements.

For Further Details Write:



## SOUTHWORTH MACHINE CO.

361 WARREN AVENUE, PORTLAND, MAINE

Manufacturers of Paper Conditioners; Automatic Skid Lifts; Skid Turners; Hand, Foot, Motor Driven Punching Machines; Humidifiers; Envelope Presses; Punch Heads; Tabbing Knives and Corner Cutters plus Custom Built Equipment.

#### BASIC SPECIFICATIONS

Capacities	2000 lb.	4000 lb.	8000 lb.
Platform Size	19½" x 53"	24" x 53"	24" x 106"
			48" x 53"
Collapsed Height	6"	7¼"	7¼"
Extended Height	36"	37¼"	37¼"

Controls . . . . . Foot or Hand Switch

Motors ½ H.P. single phase 115 volt AC 60 cycle 1725 RPM.

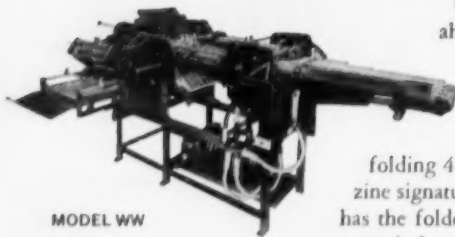
Hydraulics . . . . . pump actuated ram with relief and solenoid valves.

Larger, or special purpose, platforms available on all standard models. Higher rises (35", 40", 45" and 50") also available in a variety of capacities.

ELIMINATE FATIGUE • REDUCE HANDLING TIME • INCREASE PRODUCTION

# 7 Clevelands...

*All Years Ahead in Utility, Speed  
and Earning Capacity...  
Proved by Performance, NOT just idle claims!*



MODEL WW  
14 x 20"

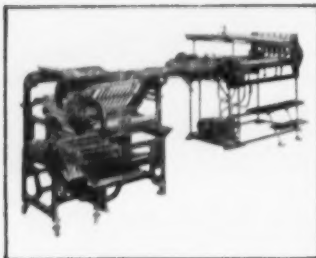
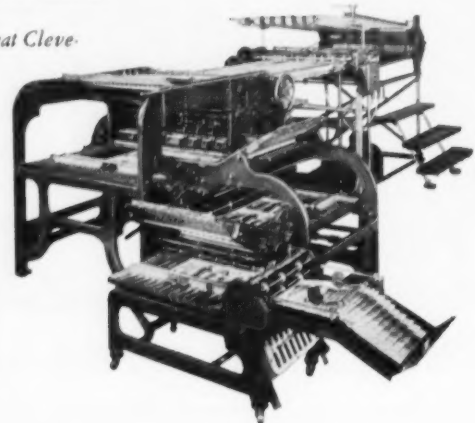
Every Cleveland folder, large or small, has established a world-wide reputation for dependable service. Over the years, research and development have gone ahead. The top quality of Cleveland Folders *has never varied.*

There's a Cleveland for every folding job, ready to prove its versatile superiority. Whether your requirements call for folding 4-page circulars, inserts, greeting cards, magazine signatures... numberless special jobs... Cleveland has the folder needed to handle it the best and most economical way.

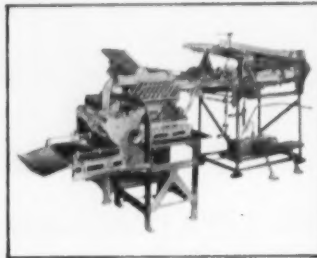
When you buy a Cleveland folder you've made an investment in profitable production. Don't be satisfied with less.

*Send for complete information on the 7 great Cleveland Folders.*

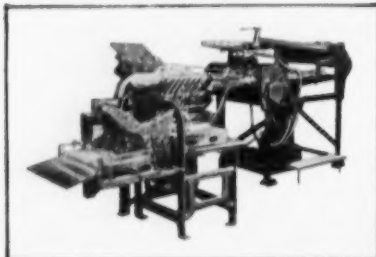
MODEL KK  
44 x 58"



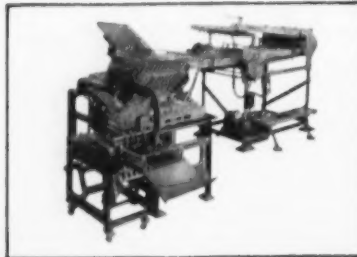
MODEL MM 28 x 58"



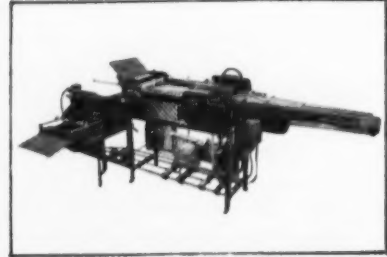
MODEL OO 22 x 28"



MODEL OS 19 x 25"



MODEL MS 25 x 38"



MODEL AT 17½ x 22½"

ILLUSTRATED CIRCULARS ARE AVAILABLE  
FOR ANY OF THE ABOVE MACHINES

**DEXTER FOLDER COMPANY**

DIVISION OF MIEHLE PRINTING PRESS & MFG. CO.

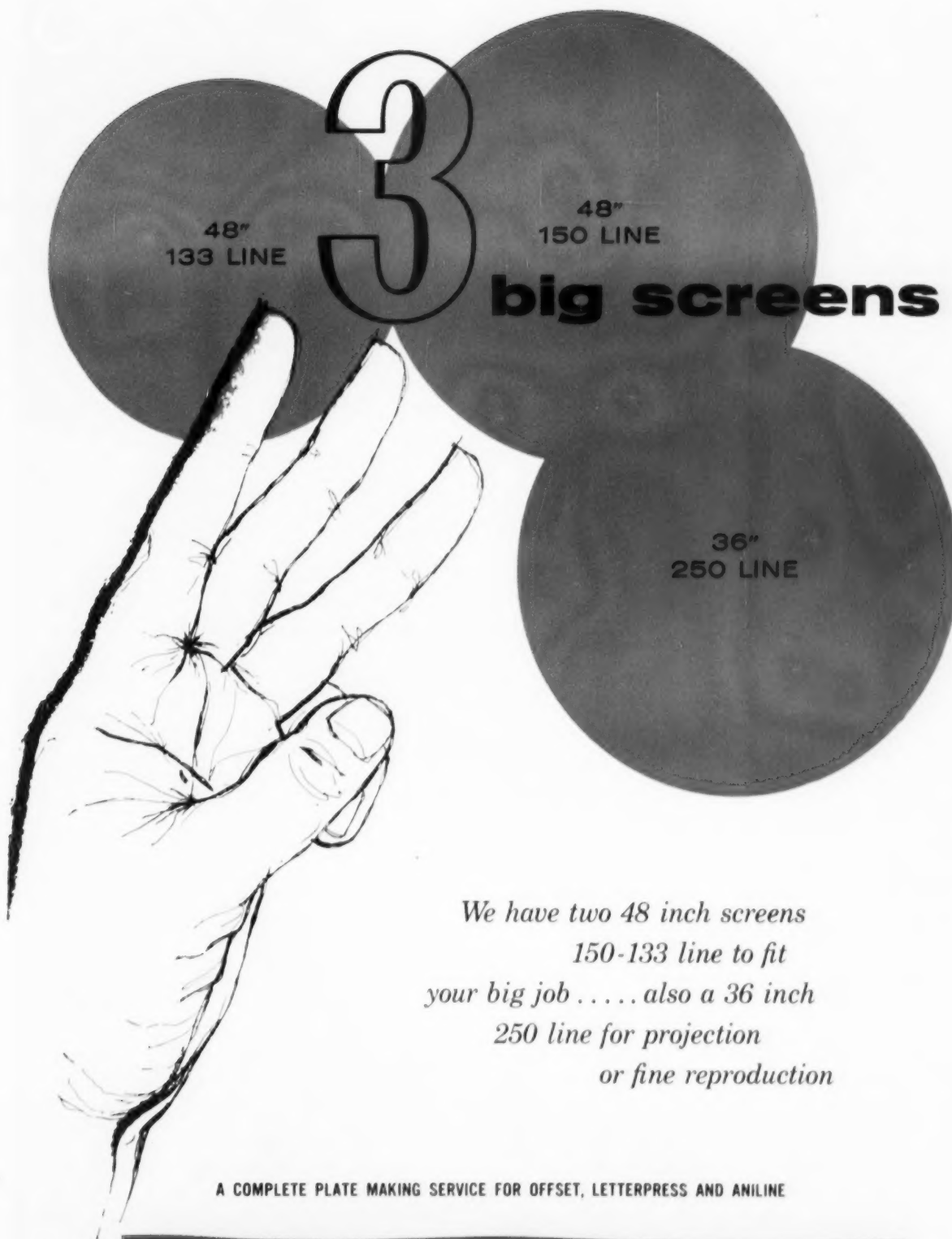
General Sales Office

219 East 44th Street

New York 17, N. Y.

2807





*We have two 48 inch screens  
150-133 line to fit  
your big job . . . . also a 36 inch  
250 line for projection  
or fine reproduction*

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

**PROCESS COLOR PLATE COMPANY**

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**DAY  
&  
NIGHT**



Thousands try, but some ingrained superiority lifts a very few to stardom. You'll recognize this same quality in Rising Line Marque Writing papers ... style that's exclusively theirs, old world richness, new world crispness. Created by Rising Paper Company of Housatonic, Massachusetts.

**Rising**  
FINE PAPER AT ITS BEST

**TOM DEFENDS  
SMOOTH PLATES...  
JACK PREFERS  
HIS PLATES GRAINED,  
BUT...**

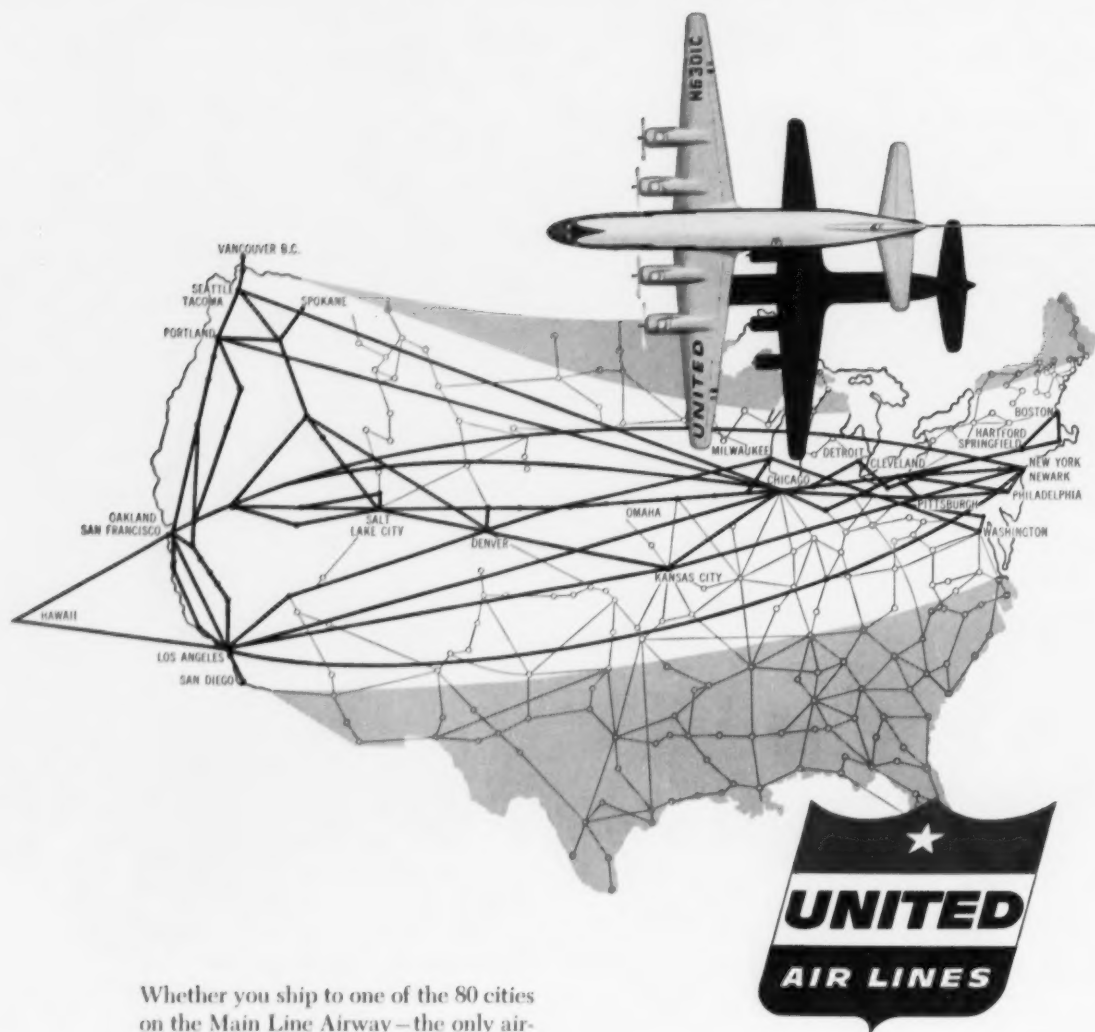
**...EACH AGREES  
HARRIS ALUM-O-LITH  
MICRO-SURFACED PLATES  
COMBINE THE ADVANTAGES  
OF BOTH**

There are undeniable advantages in both *smooth* as well as *grained* surface plates. But only Harris Alum-O-Lith Plates are MICRO-SURFACED (not smooth, not grained...but slightly micro-etched to combine the advantages of both surfaces.) Micro-surfacing allows longer, cleaner runs. Image lines and dots are embedded in the surface, completely protected from wear on all sides unlike conventional plates with projecting images. Micro-surfacing assures deep etch, unsurpassed fidelity, more latitude in ink and water control, quick and easy processing, higher profit on every job. Ask your dealer for a demonstration.

**HARRIS  
SEYBOLD  
COMPANY**

**LITHOPLATE, INC.** A Harris Subsidiary  
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5308 Blanche Avenue, Cleveland 27, Ohio

# Your Air Freight Line to Everywhere



Whether you ship to one of the 80 cities on the Main Line Airway—the only air-line route linking the East, the great Midwest, all the Pacific Coast and Hawaii—or to any other point in the nation or the world, ship United!

United's Reserved Air Freight (space cleared and held for your shipment on *any* United flight), frequent schedules, single airbill and door-to-door delivery service all help to speed your shipment and simplify your shipping.

Whenever you ship, wherever you ship, call United first!

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

## Examples of United's low Air Freight rates

	per 100 pounds*
CHICAGO to CLEVELAND . . . . .	\$4.78
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DENVER to OMAHA . . . . .	\$6.42
LOS ANGELES to SEATTLE . . . . .	\$9.80
CHICAGO to LOS ANGELES . . . . .	\$17.75
PHILADELPHIA to PORTLAND . . . . .	\$24.15

\*These are the rates for printed matter. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

## SHIP FAST . . . SHIP SURE . . . SHIP UNITED



**COMPLETE · NON-VARYING · ABSOLUTE**  
**STATIC ELIMINATION**  
**ACROSS ENTIRE WIDTH OF**  
**PAPER, FILM OR FOIL AND**  
**MOST OTHER MATERIALS**  
**WITH THE.....**



**REMOVES STATIC  
ELECTRICITY ON ALL  
MACHINES & PROCESSES**

PRINTING  
FOLDING  
COLLATING  
BAG MAKING  
BAG PRINTING  
BOX-MAKING  
CONVERTING  
TEXTILE  
CALENDERING  
CONVEYOR  
PACKAGING  
CANNING  
BOTTLING  
WINDING

*manufactured by*

**ELECTRONIC NEUTRALIZER**

This is the final, complete answer to static-electricity removal on any equipment that can pass materials underneath or over the discharge from the electronic neutralizer manufactured by OXY-DRY SPRAYER CORPORATION. Easy and simple to install, permanently . . . requires no special maintenance. As long as tube is lighted, static electricity is completely removed. Safe, produces no heat or discomfort to bother pressmen or other machine operators. Does away with need for infra red lamps, static sprays, partly effective equipment and continuous maintenance problems. Gives continuous, complete, uniform results without individual job adjustment of any sort. Housing and mounts last lifetime of machines on which attached . . . tubes replaced in seconds when burned out after more than generous length of service.

**FOR MORE INFORMATION**

Write, wire or phone your equipment details to address below

**OXY-DRY SPRAYER  
CORPORATION**  
**NEW YORK CHICAGO SAN FRANCISCO**  
1134 West Montrose Avenue, Chicago 13, Illinois



better  
print-ability  
means  
customer-pleasing

# RESULTS

To keep your customers coming back for more printing . . . you want papers that will print beautifully every time. Nekoosa Papers, backed by 70 years of paper-making experience, are made to please you and your customers. Ask your Nekoosa paper merchant to give you the complete line of samples!

## Nekoosa PAPERS



BOND • LEDGER • DUPLICATOR • Mimeo • MANIFOLD  
OFFSET • OPAQUE • MASTER-LUCENT  
and companion ARDOR Papers

NEKOOSA-EDWARDS PAPER COMPANY  
PORT EDWARDS, WISCONSIN

# MACEY COLLATOR: automation that pays for itself!



The Macey Collator stacks up quite a convincing argument for automatic sheet gathering! One operator and an 8-station Macey collated all the sheets on the right in an 8-hour day at average running speeds of 24,000 sheets per hour. Trained girl on the left manually collated her day's production at steady average speeds, too, but then she has only *two* hands!

Fast? Efficient? You bet! Sound investment? Macey Collators have paid for themselves in as little as 7½ months\*. Helps with the personnel problem, too, by freeing trained employees from the drudgery of hand collating for other jobs.

Versatile, fast change-over accommodates everything from onionskin to ½" cardboard. Automatic

detectors insure 100% accurate sets. Your choice of 16 models, handling sheet sizes from 2 x 5" to 12 x 17".

**See the Macey in action soon!** Call your nearby Harris-Seybold sales representative or write Harris-Seybold, 4510 E. 71st St., Cleveland 5, Ohio.



\*Send for free Case History Folder of detailed facts and figures on representative collator installations.

**HARRIS  
SEYBOLD  
COMPANY**

**MACEY COLLATORS**

Harris Presses • Cottrell Presses • Seybold Cutters  
Harris Chemicals • Harris Alum G Lith Supplies • Special Products

The *Miehle*



*Performance  
is the reason...*

Miehle 61 and 76 Sheet Fed Rotaries—one color to five color—are operating in label, carton, publication, book and commercial printing plants from coast to coast. High production, simplified makeready, improved quality and unit construction make them the accepted standard of sheet fed typographic rotary equipment.



This is one of a series of sales messages directed to users of printing. It appears in a list of prominent publications and is designed to make the printer an important partner in business.

# LUBRICATING THE WHEELS OF INDUSTRY

The experience and technical know-how of Tidewater Oil Company has enabled it—over the past 78 years—to produce superior “Flying A” petroleum products and world-famous “Veedol” and “Tycol” lubricants widely used by industry.

Tidewater, too, is another of the famous companies that has selected Atlantic Papers for its business needs.

Once you try these superior papers, we believe you will use them always. Because, for most all jobs—office forms, letterheads, brochures, duplicating papers, covers, either letterpress or offset—Atlantic Papers *look and feel* better... impressions “take” better. No wonder Atlantic is first in sales of all genuinely watermarked bonds. These fine papers are used by leading printers and distributed by franchised Eastern merchants.

*Write on your business letterhead for a free sample packet of Atlantic Papers.*

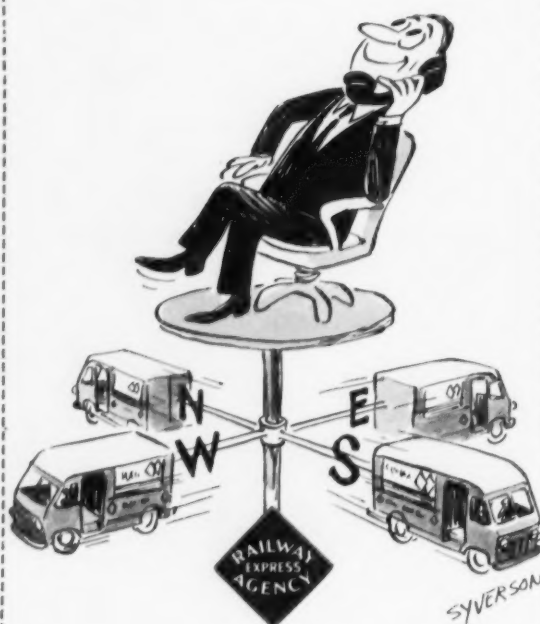


## Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF QUALITY PAPER AND PUROCELL PULP MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA



What an unruly mob scene Sam used to create  
Sending multiple shipments to reach every state!



Now one telephone call to swift **RAILWAY EXPRESS**  
Speeds out all of his shipping without strain or stress!

## The big difference is

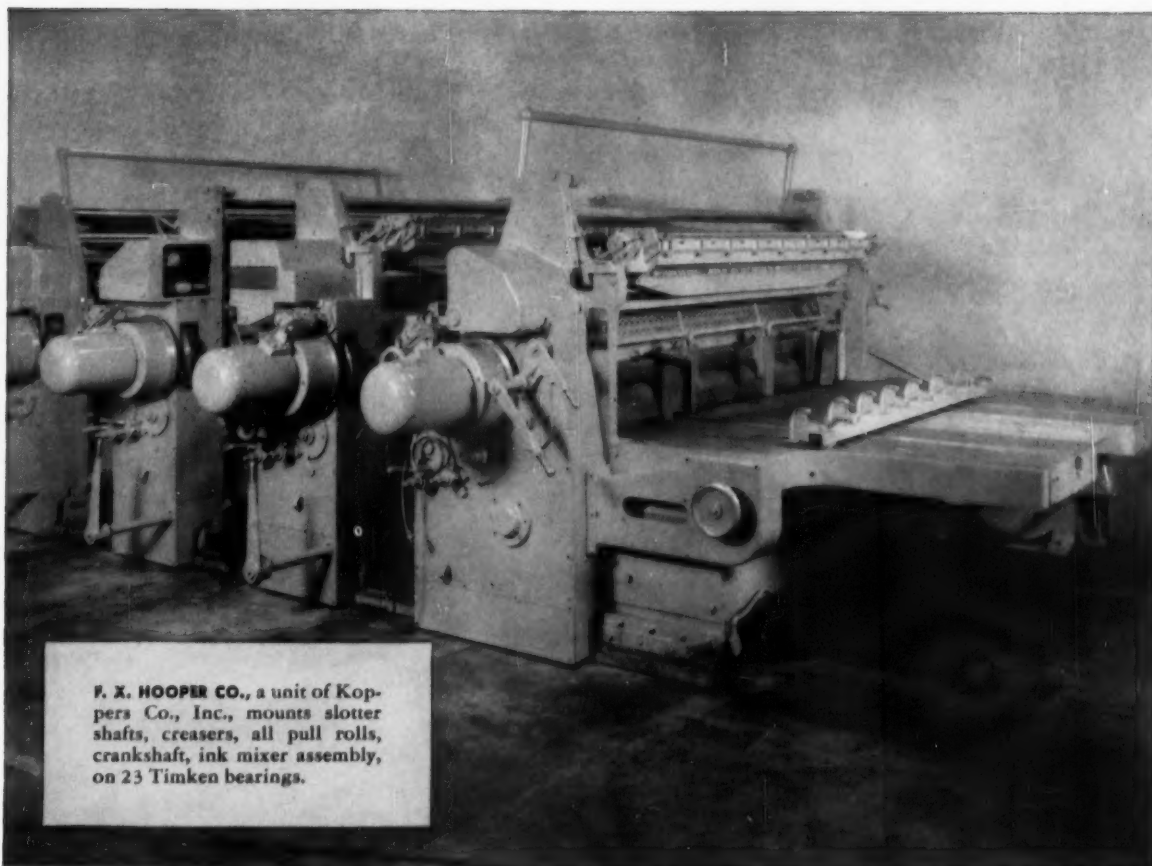
No doubt about it, there's always a big difference when you call Railway Express to ship your printed advertising matter. Just look at these Railway Express features:

- **SPECIAL LOW RATES** that apply on printed material.
- **VALUATION COVERAGE** without extra charge (\$50.00 on shipments up to 100 lbs.; 50¢ a lb. above that weight).
- **FAST, EFFICIENT DELIVERY**, based on years of experience in speedy, dependable shipping "know-how."
- **NATIONWIDE SERVICE**, reaching some 23,000 communities in the United States.

No matter where you are sending or receiving printed material, you too will find that Railway Express does make the big difference in speed, economy, and safe, sure delivery. For more information on rates and service, get in touch with your Railway Express Agent. Remember—he's just a phone call away.



**... safe, swift, sure**



**F. X. HOOPER CO.**, a unit of Koppers Co., Inc., mounts slotter shafts, creasers, all pull rolls, crankshaft, ink mixer assembly, on 23 Timken bearings.

## Prints 4 colors, creases, slots in 1 pass: lateral accuracy assured by TIMKEN® bearings

**T**HIS new printer-slitter, made by F. X. Hooper Company, a unit of Koppers Company, Inc., prints 4 colors, creases, slots in 1 operation at the rate of 250 per minute. Because lateral accuracy is of utmost importance in this precise operation, the slotter shaft is mounted on Timken® tapered roller bearings. Timken bearings maintain perfect alignment, keep lateral movement to an absolute minimum.

This versatile unit, which opens electrically at 3 points for quick, easy set-up—and, by printing 4 colors at one time, eliminates the heretofore costly changing of inks and scrubbing of rolls for each color—depends on Timken bearings for accuracy, speed, reduced maintenance. Tapered construction of Timken bearings lets them take radial and thrust loads in

any combination. Heavy shock loads encountered in the machine's operation are met by Timken bearing rollers and races—case-carburized to take shock loads, with hard, wear-resistant surfaces over tough, shock-resistant cores. Full line contact between these same rollers and races gives Timken bearings extra load-carrying capacity.

Closures are more effective, too, in sealing lubricant in, preventing oil leakage onto the rolls—because Timken bearings keep shafts and housing concentric. Geometrically designed to give true rolling motion, and precision-made to live up to that design, Timken bearings meet rigid quality tests from melt shop to finished bearing. We even make our own steel (which no other American bearing maker does).

Building or buying equipment in this field? Look for "TIMKEN" on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



*This symbol on a product means its bearings are the best.*



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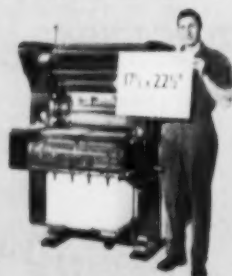


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# NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

## **What's Ahead for '57? See Answers, Page 37**

What's 1957 going to be like? Business volume rise gently through entire year, most leaders predict...competition will be tough in printing business, most other businesses, too. Chances are profits won't improve much. Plenty of jobs, help very hard to get in printing field. No war in sight although a few scares. Very good year predicted. For details on what graphic arts leaders are thinking for 1957, read "What's Ahead for '57?" beginning page 37.

## **Printing & Publishing Advance Seen for '57**

U.S. Commerce Dept. says Printing & Publishing will advance in 1957 but at less rapid rate than in first-half 1956... newspaper ad lineage increase 3 to 3½ per cent; magazine lineage up 4 to 5 per cent...book sales headed for another record.

## **Postage Bill Going Up If P.O. Dept. Wins.**

Your customers will have higher postage bill if Post Office Dept. has its way with new Congress. P.O. will ask for increases in first-class (maybe to 5c), second-class, and air mail. Increases may cause customers to reduce mail lists, therefore printing runs...you may be loser.

## **Crowell-Collier Closing Throws 2,275 Out**

When Collier's and Woman's Home Companion followed American magazine into oblivion, 2,275 employees out of work in giant gravure-letterpress plant in Springfield, Ohio... some 600 on advertising and editorial staffs in New York. Big problem: What happens to printing plant?

## **PIA Plans Presidents' Conference for Jan. 27**

Printing Industry of America, Inc., will hold Presidents' Conference for Top Management in the Printing Industry at Biltmore Hotel, Palm Beach, Fla., Jan. 27-Feb. 1. You can get info from PIA, 5728 Connecticut Ave., N.W., Washington.

## **New Phototypesetter To Hit Market Soon**

Look for new phototypesetting machine to be on market soon. It's being field-tested secretly now...most of research development already done. Very hush-hush so far...no details of operation available, no name announced. When it's ready, IP will rush you all the info.

(Over)

THE INLAND PRINTER for January, 1957

# NEWSLETTER

(Continued)

## Rotary Business Forms Printers Meet Feb. 21

Rotary Business Forms Section, Printing Industry of America, will hold two-day meeting, Edgewater Beach Hotel, Chicago, Feb. 21-22. See Feb. IP for full program, other details.

## 7th Graphic Arts Show In New York Sept. 1959

7th Educational Graphic Arts Exposition now scheduled for Sept. 6-12, 1959 in New York City Coliseum...last one in Chicago in 1950. Most national graphic arts associations will meet in N.Y. in 1959, 50th anniversary N.Y. Craftsmen. See Feb. IP for details.

## PIA-Miller 6th Self-Ad Contest Rules Are Out

6th Annual Printers' and Lithographers' Self-Advertising Exhibition and Awards competition plans now under way. You can get entry blanks from Miller Printing Machinery Co. (co-sponsor with PIA), or PIA headquarters. See Feb. IP.

## Goss-Miehle Merger If Stockholders Approve

Goss Printing Press Co. and Miehle Printing Press and Mfg. Co. will merge under name of Miehle-Goss-Dexter, Inc., if stockholders approve merger plan Jan. 17...directors have already approved. New company would have assets of \$60 million, earned surplus of \$25¼-million, would offer full line graphic arts equipment. Details in Feb. IP.

## Louisiana Mill to Make Machine-Coated Stock

New giant \$31-million paper mill will be built in Louisiana by Crown-Zellerbach and Time, Inc., to make machine-coated stock...ready near end of 1958. Half of capacity will be taken by Time, Inc., rest for Midwest and Eastern states. Mill will pioneer new techniques for making quality paper at high speeds...new ways to use hardwoods for pulp.

## Canadian Newsprint Firm Jumps Price \$4

If your plant uses newsprint, watch for increase in cost of it...Abitibi Power & Paper just jumped price \$4 per ton and others may follow. Canadian firm claims increased costs, higher freight rates, premium on Canadian dollar as reasons. Abitibi's new price is \$134 per ton (New York).

## Printers Can Get How-to Guide on Tax Problems

Small printers will be interested in new "how to" guide on taxes and related problems. Covers everything from "Starting a Business" to "Sale or Other Disposition of a Business," and other items such as "What Are Business Expenses," and "How to Handle Bad Debts." Get it from district tax collectors, Small Business Administration field offices, or write to Government Printing Office, Washington 25. Costs 30c.

# WHAT'S AHEAD for '57?

**Higher commercial printing volume is predicted for first six months. Help shortages, high material-labor costs, low profits, sharp competitive bidding among complaints**

★ Never has the printing business been so good, but neither has the profit level ever been so low in most sections of the country. Leaders in the graphic arts industry are generally agreed that the volume of printing during 1956 was considerably higher than in 1955; notable exceptions were the drought areas of the Midwest and Southwest where lessened business volume directly affected the printing business.

Most officials were somewhat discouraged over the low profit percentage reported by their members. Several suggested that printers would have to improve production methods and cut costs to make up for increases in labor and materials. One association started a campaign to get its members to raise printing prices generally. Although many printers looked upon the campaign with some misgiving, most of them did raise their prices.

Most of the graphic arts leaders agreed, too, that printers would have to improve or start cost systems and bring their estimating methods up to date or be caught short financially.

For 1957, most association leaders look forward to continuing high volume for the first six months, at least, but without much hope for better profit percentages.

To learn of conditions throughout the country, THE INLAND PRINTER asked all major national, state and city associations of which it had record, to review 1956 and to predict for 1957. The questions asked are listed in the box below; answers and comments appear on this and following pages. So spot the association of which you are a member, see what happened in 1956 and note what your leaders anticipate will happen this year. It's a bright and promising picture, generally.

## Printing Industry of America, Inc.

Reuel D. Harmon, President

In your survey, the following represent my answers to your eight questions from the information which has come to my attention during the past year:



Reuel D. Harmon

1. The Quarterly Report of Manufacturers issued jointly by the Federal Trade Commission and Securities and Exchange Commission indicates an increase in volume of printing and publishing for

the first half year of 1956 which is over and above any inflation in the cost of labor and materials. We have no data available to certify that this same trend continued for the second six months but certain spot checks indicate that perhaps it has.

This same data indicated a corresponding increase in the net profit picture. In the past when we have reconciled the data from this government source with our own PIA Ratio Studies, it has been evident that PIA member experience reflected in the ratio studies parallels that of the government report.

2. In a recent all-industry review made by the U.S. Chamber of Commerce, there was an indication of a levelling-off period in 1957 at a level slightly above the 1956 volume of business. The economic forecasts indicate an increase in the gross na-

(Turn to page 80)

## Here Are Questions IP Asked

So that IP readers may know what questions were asked national association leaders in the graphic arts industry and therefore better understand the replies, here is a list of the questions *The Inland Printer* asked a selected list of such leaders:

1. What was the 1956 business picture generally among your association members? How did the volume and net profit compare with 1955?
2. What is the 1957 dollar volume outlook as compared with 1956?
3. Do you foresee any improvement in 1957 net profit for your members generally? If so, why; if not, what should be done to raise net results?
4. Have any notable new or improved processes been developed within the past year for your branch of the industry? What new or improved ones are needed, and why?
5. What national tax situation changes are needed to benefit your branch, especially smaller companies? Do you think Congress will make such or any major changes in 1957?
6. What about the effect of the international situation on 1957 business in general and the graphic arts industry in particular?
7. Does your section of the Graphic Arts Industry have any special problems? Have any solutions been suggested?
8. What could or should your association do to stimulate its members' business?

## Lithographers National Association

Carl N. Reed, President

The state of the lithographic industry as it enters 1957 is healthy, vigorous and exceedingly promising. In the past decade, the lithographic process has soared ahead and taken its place as one of the most important printing processes in the graphic arts.



Carl N. Reed

We have become a billion-dollar-plus industry—with many implications for the future trend of offset lithography. The volume of our net sales has increased 106 per cent between 1947 and 1954, an increase that outstrips every other process and compares favorably with the unprecedented rise in the gross national product.

The nation's lithographic plants have shown a keen awareness of the unusual opportunities presented by this growth. Our production facilities have been growing by leaps and bounds. Plant expansion and improvement have been marked throughout the industry during 1956.

The tools with which we produce lithographic material have shown considerable improvement in quality. New and larger multicolor presses and equipment have been added to accommodate the larger volume; web-fed presses have been installed for speedier and more impressions. Thanks to our suppliers, inks, paper, etc.,

we are meeting our requirements on a higher level.

But the most notable accomplishment has been the progressive, hard-hitting sales approach taken by lithographic management. This has been accompanied by a mature, responsible attitude toward printing buyers, manifested by the creativeness and ingenuity of our plants in helping advertisers create more effective printed matter for the sale of their goods.

As encouraging as the over-all picture may be, there are some hard facts that lithographers have to face squarely. The profit position, regrettably, is one of them. For the past several years, net profits after taxes have averaged under 3½ per cent. Based on current information, it would appear that average profits in 1956—both dollarwise and on a unit basis—will continue the moderate uptrend evident last year. However, the profit margin in our industry has failed to keep pace with that of other leading American industries.

Looking forward to 1957, it is expected, generally speaking, that competitive pressures will be further increased. We can expect raw materials costs and labor rates to rise and the cost of materials and services will reflect these increases. To the extent that these advances may not be offset by more efficient operations, they will have to be passed on to customers in the form of increased prices, since the present low average level of profits in the industry will not admit of their further absorption.

A reinvigorated program to achieve more efficient management is the only effective way to meet this continuing problem. Tighter control of plant costs, less waste, better evaluation and use of plant assets, more realistic estimating based on better accounting and cost information, etc., are all important factors in successful management.

#### National Association of Litho Clubs

R. Walter Blattenberger, President

During 1956, five new clubs joined the association, and closer relationship was established among all clubs.



R. W. Blattenberger

The aims of the association are to disseminate information about the craft, and through its educational programs to improve the understanding of those who are engaged in producing fine lithographic printing.

Since the war, science has been introduced in the field of practical working lithography to an amazing extent. The technical progress of the craft, and the advancements being made in methods and procedures call for the

free interchange of information if the industry's amazing growth is to continue.

The local clubs are made up mainly of foremen and supervisors vitally interested in improving their knowledge. By meeting once a month, and listening to talks by nationally recognized experts on cameras, plates, presses and chemicals and to manufacturers of equipment, members learn first hand the techniques needed to keep pace with the times.

This year, we hope to do much with a self-advertising program to let employers and craftsmen know more about the N.A.-L.C. so that they may recognize and give their support to this significant movement.

#### International Association Of Printing House Craftsmen

George Wise, President

During the past 20 years, many of us have witnessed inventions and techniques which helped to advance the graphic arts industry.



George Wise

In forecasting for 1957, there is no doubt that we will be seeing and learning of further developments that a few years ago seemed absolutely impossible. Most of these developments come through research and through engineering progress.

Just recently at the photoengravers' convention, resolutions were approved, authorizing the executive committee to institute plans for the formation of a letterpress research and development organization. The International Electrotypes and Stereotypes Association adopted a similar resolution at their convention last September. Both of these organizations, closely allied with the letterpress section of the industry, fully realize the importance of keeping abreast of the times.

In the offset section of the industry, the Lithographic Technical Foundation has been taking an active part in promoting offset techniques and production methods.

When we receive information on new inventions or the latest techniques, the information is immediately forwarded to our 16,000 members. Our objective and purpose is to "Share Our Knowledge." By so doing, we help to make better plant executives by raising the standards of the industry.

The demand for attractive printed material becomes greater every year. Use of color in printing is being used extensively, and is useless unless accompanied by good typography or creative art. Newspaper publishers are aware of color demand—today there is scarcely a daily paper printed in the metropolitan cities in which there is no color in some advertisements.

#### International Association Of Electrotypes & Stereotypes, Inc.

Elmer M. Schwartz, President

The year just ended was a consistently good one for the duplicate platemaking field. Electrotypes and stereotype business from magazines and periodicals and also from advertising agencies was about the same as 1955. Business from printers was up, while folding box, carton and label work showed another substantial increase.



Elmer M. Schwartz

Because the letterpress industry has awakened to the need for cooperatively improving its techniques, we foresee a record 1957. The program which our association projected two years ago is winning friends and influencing people.

This program consisted of the production and distribution of a sound-color film which pointed up the vital part electrotypes and stereotypes played in letterpress printing; publication of a market study by I. D. Robbins on "The Present and Future of the Printing Processes"; a strong publicity and advertising program; and the framework for cooperatively working with all parts of the letterpress industry.

Just recently three other industry groups—the photoengravers, Printing Industry of America and the Research and Engineering Council of the Graphic Arts—approved in principle the research and development phase of our public relations program.

#### Advertising Typographers Association of America, Inc.

Walter T. Armstrong, President

Members of the Advertising Typographers Association of America enjoyed a satisfactory year in 1956. The volume of advertising in the country showed an increase of approximately 12 per cent, and naturally our own member firms benefited from this increase. Both volume and net profits were better, but profits did not improve percentage-wise.



Walter T. Armstrong

Our outlook for 1957 depends entirely upon what advertisers do, and present reports are encouraging. Net profits should remain steady, with perhaps some improvement through increased volume and greater production efficiency. Since most of our members are small business concerns, relief in taxes would be welcome.



## International Typographic Composition Association

Joseph L. Baarlaer, President

1957 opens as a year of challenge. Business, particularly small business, can look to the new Congress only for some kind of tax relief. The extent of the relief will depend on the temper of Congress and the health of business at the time the legislation is written.

Though profit reports from International Typographic Composition Association members are not yet available for 1956, there is every indication that the typographic service business has kept pace with the expanding national economy and that it will maintain that rate of growth through 1957.

Present prospects indicate an optimistic outlook, at least for the early part of 1957, although international tensions have a habit of dampening industry's enthusiasm for long-term commitments.

The year 1956 has been marked by an increased pace in both the development of equipment for photocomposition and its use within the industry. This can be regarded as healthy evidence of evolutionary growth and an awareness on our part of the market and its needs.

Manpower continues to be the industry's most pressing problem.



Joseph L. Baarlaer

## National Assn. of Printing Ink Makers

F. A. Weymouth, President

The general printing ink volume in 1956 will probably be up around 10 per cent. The net is down, just how much I have no way of knowing, but I suspect 2 or 3 per cent.

We believe 1956 will break \$200-million in sales volume, perhaps about \$210-million, and that 1957 will probably go to \$215-million. Of course, world conditions could change this outlook.

A general improvement has been noted in the fields of flexography, gravure and certain lithographic inks. There have been no startling innovations announced or new processes developed.

As far as the national tax situation is concerned, all of us would like to have the tax burden lessened on industry.

The Near East situation will probably cause a rise in petroleum products which



Fred A. Weymouth

means a further increase in our raw materials. Petroleum products eventually find their way into news inks, heat dry inks and certain other formulas which are printed on absorbent paper. As you know, the petroleum industry is now quite a factor in the petro-chemical industry, and it is possible that some of these prices would be affected.

One problem that the industry has is the printer's customer who desires a hard nonscratch ink, and the demands of the waste paper people for one which is readily removed. The major problem, however, faced in the industry is keeping up with the rising costs of these materials and labor.

The only way that we as an association, or as an individual member, can stimulate business is to help search for new fields for printing. If we give our ink away, in total, there would not be another pound used in the country. In other words, we need to create new markets for printing.

## Technical Assn. of Graphic Arts

Robert E. Rossell, President

Because the forces of competition are being felt more keenly each year, research development is becoming more and more



Robert E. Rossell

important. The industry generally is becoming increasingly aware of this need for research and the developments in 1957 will reflect this awareness in many ways.

Membership in the Technical Association of the Graphic Arts (TAGA) and all other organizations interested in research in the industry has been increasing substantially, and this increase in interest is a harbinger of the developments to come in 1957 and after.

All those groups whose interests are based upon the maintenance of letterpress printing in a highly competitive market can hope for an integrated program of research to reduce costs. This program, proposed by the American Photoengravers Association, has been gaining industry-wide support; it is expected that it will show further gains in the coming year.

Another specific example of the awakening realization of the need for research and engineering developments in the graphic arts is the addition of a new curriculum in the School of Printing Management at Carnegie Institute of Technology. The new four-year program is titled "Graphic Arts Technical Option." It came about as a result of the printing industry's greater need of engineering principles and will prepare students for positions involving the application of scientific principles and analytic techniques to graphic arts problems.

## Research and Engineering Council of the Graphic Arts Industry

Felton Colwell, President

There is generally greater volume but tighter profits.

The 1957 volume should be somewhat higher than 1956.



Felton Colwell

Those who have taken advantage of some of the newer developments in the industry should have higher profits.

Almost all departments of the graphic arts industry are being improved, certain ones much more

than others. Conspicuous ones are within the cold composition field, various processes of color reproduction, special emphasis on economy color through three-color process. Various bindery, collating and cutting machines have been greatly improved.

Printing firms, possibly as much if not more than any other type of industry, are made up of many small businesses whose growth is greatly handicapped by our tax situation. I doubt that there will be a major change in 1957, but one is needed.

The international situation has its greatest effect in its stimulus of types of graphic arts industry fitting defense work. This work includes much commercial industrial printing as well as improved methods of reproduction and efficient operation.

The Research and Engineering Council is the one organization covering coordinating research in all sections of the graphic arts industry. Every section has problems and continual solutions.

The Research and Engineering Council is meeting the situation by making possible the exchange of ideas regarding problems and possible solutions in every division of the graphic arts industry.

## Screen Process Printing Assn.

Harold F. Beaver, President

The year 1956 was one of the best years the screen process printing industry has seen, and 1957 should be even better.

Over-all business and industry advertising budgets will increase tremendously which will up the dollar volume of all the graphic arts. This, coupled with more consciousness of the versatility and quality of screen process, and more aggressive selling of the process by individual shops should cause an even larger



Harold F. Beaver

proportionate rise in screen process sales. The dollar volume of business in the industry should go up from 5 to 10 per cent.

Mechanization is rapidly changing the industry, speeding up production and improving the quality of work. This will develop even further in 1957. The interest shown in all types of equipment during the successful 1956 Screen Process Printing Association's international convention is indicative of the awareness of mechanization throughout the industry.

Management consciousness is permeating the industry, improving business practices generally, and specifically, producing better customer service and so more business for the individual shop. The SPPA's two management conferences during 1957, one in Carmel, Calif., in March, and the other in French Lick, Ind., in May, will provide invaluable help to processors in finding ways to operate their businesses more profitably.

Research on industry problems is being carried on by suppliers, manufacturers and processors. Rapid strides are being made in solving one of the industry's biggest headaches, the drying problem. And 1957 will see the beginnings of the Screen Process Technical Foundation which is being sponsored by the SPPA, International. This foundation will provide facilities for even more research for better methods, equipment and products.

#### Mail Advertising Service Assn.

Lewis L. Fink, President

The most significant development in the field of direct mail advertising during 1956 was the laying of plans for a good foundation—the Foundation for the Advancement of Direct Mail Advertising.

It was first proposed in the keynote speech of D. L. Harrington, chairman of the board of the Reuben H. Donnelley Corp., Chicago, at the MASA convention last August.

By October, there was enough "meeting of the minds" to stage an exploratory gathering in Chicago of users, suppliers to the field, creators and producers and trade association representatives. The foundation for the promotion of direct mail as a bona fide advertising medium is to be an over-all industry cooperative effort—and all graphic arts people who benefit in any way from direct mail will be urged to support it.

At this first session, the 11-man task force blueprinted a practical launching, discussed broad objectives, dollar goals, and a name. There was no doubt that "time is ripe" to bring all segments of the



Lewis L. Fink

industry together for a concerted promotion of the merits of the medium.

Contributions to stand initial expenses have already been pledged. The corporate papers are being readied for approval in the State of Illinois. Once this is done, the work of organizing and formalizing the program will begin in earnest.

These people who have laid the groundwork have done so willingly and without compensation. In fact, all the funds collected, with the exception of staff salaries, will be channeled into a research, advertising and educational program.

#### American Photoengravers Assn.

R. C. Walker, President

Advertising expenditures for 1956 will top the \$10-billion mark, according to conservative estimates. It is reasonable to assume that figure will increase in 1957.



R. C. Walker

Since photoengraving and the graphic arts cannot disassociate themselves from our national economy, and as prices are still rising, our expectancy is that our dollar volume in 1957 will be equal to or somewhat above that of 1956.

Another important factor is the unprecedented expansion of our industrial facilities, resulting in the greatest production of goods of every description the world has ever known. Advertising must be called upon to move this production from factories to consumers. Distribution must be stimulated to match production, to balance our economy.

There was a slight rise in the net profit percentage for photoengraving last year, due primarily to the use of improved materials and equipment. This condition is not likely to repeat in 1957, and prices are not likely to increase due to the high degree of competition.

Photoengraving being a strictly made-to-order business and one of the supplies to letterpress printing—its principal outlet—no artificial demands can be created or maintained by advertising or promotion without including letterpress.

The American Photoengravers Association, although representing a small segment of the letterpress printing industry, has taken the initiative in the effort to inaugurate a movement of sufficient scope to be truly representative of letterpress printing.

It is planned to form an organization, similar to the Lithographic Technical Foundation, composed of concerns and individuals in all branches of letterpress printing. It will select its officers and conduct its business independent of and without any pressure or interference from

the American Photoengravers Association.

Practically all segments of letterpress printing were presented with the plan for a "Research and Development Program for Letterpress Printing," and it was enthusiastically endorsed by them.

#### Gravure Technical Association

J. Gibson McIlvain, Jr., President

The Gravure Technical Association is a technical rather than a trade association, and as such, does not compile figures pertaining to volume, price, profit or similar basic data.

However, from a technical point of view, we see many developments and improvements that may be forthcoming in the gravure industry in 1957.

This progress is not only domestic in scope but international as well.

For example, a plastic-coated cylinder has been developed in Europe and is being tested in this country. The process may prove valuable for printing on boxboard and tin.

Several new methods of density control for positives used for gravure plates and cylinders have been devised. The application of these methods could result in a more uniform product.

A noteworthy contribution to progress in the gravure industry is being planned by the Gravure Technical Association. It consists of the publication of technical guides applicable to all branches of the field of gravure printing. The *Packaging Guide* for packaging pressmen is one of these publications and is scheduled for distribution late this year to the members of the association. We plan to distribute the *Pressman's Guide* for publication pressmen in 1958.

#### American Paper and Pulp Assn.

David L. Luke, Jr., President

Any contemplation of what is ahead for the pulp and paper industry in 1957 properly should be placed in a setting of



David L. Luke, Jr.

the industry's experience during the last several years. In terms of pulp and paper production, during the last three years the industry successively has attained new heights, a trend that was continued during 1956, and promises similar results as a likely possibility for 1957.

The record production for 1955 of 30-100,000 tons of paper and paperboard (Turn to page 88)



J. G. McIlvain, Jr.

# Association Heads Foresee Higher Volume

- Though more printing is expected in 1957, leaders of regional groups anticipate possible profit decline
- Lack of an adequate labor supply to handle expanding market is a major problem in most sections
- Complete awareness of material and labor costs is a must to maintain a sound financial condition

## NEW YORK CITY

### New York Employing Printers Assn.

Don H. Taylor, President

The steady increase in the dollar volume of printing in the metropolitan area of New York which has prevailed in the postwar years, continued throughout 1956. The dollar sales volume of printing in the metropolitan area of New York for every month in 1956 exceeded the similar month in 1955, with volume for the year up 13 per cent. In comparison with 1954, the dollar volume for 1956 rose 25 per cent. Short of catastrophic world developments, all signs indicate that 1957 will show a dollar sales volume at least as good as 1956.

The development of an adequate profit margin, however, continues as one of the two major management problems confronting printers today. While net profits in 1956 will be slightly better than in 1955, and will compare favorably with the national printing average, the percentage of profit is still seriously inadequate. More careful attention to costs, improvement of production and the adoption of sound selling rates must be major areas of management attention in 1957 if the industry is to maintain a sound financial position.

The recruiting and training of an adequate labor supply continues to be the second of printing management's major problems. The completion of the new \$7-million building for the New York School of Printing this year should provide a vital stimulus in encouraging young men in the area to select printing as a career. Meanwhile, collective efforts to encourage the widest possible training of apprentices in shop and office continues to be our number one objective.

The trend to multiprocess plants continues, and modernization of older equipment continues to be the policy of more successful firms. Problems of financing expanding business and replacement of equipment is a very serious one for the industry, particularly for the smaller plants. With so much printing in the small business category and with banks generally uninterested in loans to small



Don H. Taylor

## Here Are Questions IP Asked

In gathering material for the feature, "What's Ahead for '57?", THE INLAND PRINTER requested every graphic arts association secretary of which it had record to join with his president in formulating a statement concerning the status of the industry in his community or area in 1956 and the outlook for 1957. Here are the questions asked; they will help you to understand the replies:

1. Has the printing business (dollar volume) in your territory been generally good during the past year? Compared with 1955? 1954?

2. Do you believe 1957 will be as good as 1956? Better? What factors may influence the printing business for better or for worse?

3. Do you expect the net profit percentage of your members in 1956 will be better than 1955? How does the present percentage compare with the national average? What can be done to improve it in 1957?

4. Are your members having trouble getting enough help? Anything being done to train more and better help?

5. Are any of your members expanding their plants? Adding new processes? What type of equipment is being added?

6. What special problems do your members have that they and you are trying to solve? Elaborate as much as space permits.

business, the problem of financing promises to remain acute.

## ILLINOIS

### Graphic Arts Assn. of Illinois

William H. Sleepack, Jr., President

Frank J. Bagamery, Secretary-Gen'l Manager

The dollar volume of sales for Illinois printers for the year as a whole has been somewhat above the 1955 levels. The



Frank J. Bagamery



W. H. Sleepack, Jr.

monthly sales index, and estimate of general business conditions which the association began to publish last April, showed a generally healthy condition in the industry. The monthly figures are seasonally adjusted and, while there were some erratic movements during the summer months, the year as a whole indicates that the Illinois printing sales index was 131 per cent of the average of the 1952-54 base years.

The outlook for 1957, as compared to 1956, is estimated to be the same or somewhat better. Specifically, 48 per cent of those replying to our monthly questionnaire on business conditions estimate that the outlook for the next 12 months indicates a higher level of sales; 52 per cent estimate sales will be substantially the same. The Illinois Ratio Study Conference also reflected the higher level of sales. Illinois printers enjoyed a slightly better profit than the national average.

One of the most vexing current problems continues to be the shortage of craftsmen in certain skilled areas. Good salesmen continue to be sought after and sales competition continues to grow keener. Generally speaking, Illinois printers are expanding their plants and equipment.

## LOS ANGELES

### Printing Industries Assn. of L.A.

Sidney E. James, President

Henry Henneberg, General Manager

The future for the prosperity and growth of the printing industry in Los Angeles is very bright. A continuously expanding economy shows every indication of supporting an ever-increasing number of printing impressions and the dollar volume grows in proportion. 1957 will be better than 1956 when sales were nearly 20 per cent better than 1954. Additional lithograph presses produce increasing volume, much of it on two-color equipment. Photoengraving is pitching for its share of the market by urging letterpress operators into more aggressive sales action.

Management services are strenuously combatting the fact that local profits have been low and discouraging despite these rising sales curves. The Printing Industries Association education program is continuous.

Before a recent printers meeting, John Gerken, printing management consultant, said a 10 per cent price increase was absolutely necessary since printers could not



Henry Henneberg



Sidney E. James

continue to absorb paper and labor cost increases. He urged that association publicity to members and member publicity to customers tell the truth about higher costs and the consequent need to raise prices.

Widespread newspaper publicity was given Mr. Gerken's statement on price increases, thus preconditioning the consuming public. Many printers, who in the past were frightened of losing business, accepted the premise and raised prices. Many customers felt fortunate if prices rose less than 10 per cent; and printers did not lose, but gained dollar volume.

#### SAN ANTONIO

##### Printing Industry of San Antonio

Paul E. Ranney, President  
J. E. McClain, Executive Director

Printing volume should increase materially in San Antonio during 1957. Profits probably will not follow the volume upward; advancing labor and material costs will undoubtedly cause a re-evaluation of pricing practices and bring about a more realistic approach to production efficiencies.

Shortages in competent help may remain a factor in printing volume. This condition should show a reverse trend in late spring as more pre-apprentice material becomes available in the three vocational high school printing classes. Aptitude testing will also be utilized.

Although enthusiasm is relatively high, the profit squeeze is being felt. Net profits for 1956 should compare favorably with national ratio figures.

Most San Antonio plants have strengthened their position during the past year. Much new offset equipment has been installed. The high cost of going into business, plus the tight money economy, will probably act as a brake on new plants.



J. E. McClain



Paul E. Ranney

Old established plants constitute the San Antonio printing industry. The 29 member plants have an accrued business background of almost 900 years. The owners' present attitude suggests constant growth as an expanding population demands more printed material.

A new junior level executive group to study print shop economics has been formed; their concern, plus the association's educational program in the costing field should react favorably in reversing the ten-year trend of diminishing returns.

#### SOUTHERN STATES Southern Graphic Arts Assn.

J. Tom Morgan, Jr., President  
Charles E. Kennedy, Secretary

From reports reaching my office and first-hand information received in my travels in the Southern states, all indica-



J. Tom Morgan



Charles E. Kennedy

tions point to a good year for the printing industry of the South. Business in general has been good; there has been an increase in volume during 1956; however, dollar volume has not risen proportionately, due to higher costs.

Printing equipment manufacturers have reported business to be good; many say it was better than 1955.

Reports on plant expansion show an upward trend over 1955. Quite a number of plants have orders booked ahead with several reporting that the prospects for the first quarter of 1957 are ahead of the same period last year.

The availability of skilled help is still a major problem. This is especially true in the smaller commercial and newspaper plants. With higher wages being paid in the larger plants, the turnovers in the smaller plants are on the increase. The Southern School of Printing in Nashville has sent approximately 150 students into the industry during the year and a larger proportion went into commercial plants than in former years. The school has had its heaviest enrollment since 1951.

General indications are that 1957 will be as good if not better than 1956.

#### MIAMI

##### Printing Industry of Greater Miami

Forrest R. Lloyd, Executive Manager

Because of heavy investments in multi-color presses and other equipment during the past ten months, we anticipate a highly competitive year in this area.

#### CHICAGO

##### Franklin Assn. of Chicago

Harold R. White, President

George M. Houlihan, Secy. and Gen. Mgr.

The year 1957 will, undoubtedly, go down in history as a year of increased



George M. Houlihan



Harold R. White

union-management cooperation and understanding. It will join the preceding years as a time in which another plateau was reached on the way to the pinnacle of complete and lasting labor harmony. Its course has already been carefully planned and charted. As its story unfolds, it will demonstrate clearly to all observers that the Chicago printing industry has mature and stable labor relations.

Possessed of such relations, the Chicago printing industry, already the printing center of the world, will continue to grow and prosper. For it is a known fact, that investors will advance capital for new business or capital for expansion only in stabilized markets. Likewise, buyers avoid erratic markets and place their orders only in areas where they are sure of uninterrupted deliveries at a reasonably constant cost.

The Chicago printing industry has this labor stability which is sought by investors and buyers. In addition, its "know-how," production facilities, and skilled work force are unequalled. Summed up, these factors point to a harmonious and productive 1957 for the Chicago printing industry.

#### MICHIGAN

##### Graphic Arts Assn. of Michigan

Paul Sampson, President  
C. W. Whaling, Manager

With some exceptions, most Detroit printing and lithographing firms report that both dollar volume of sales and percentage of profit have declined in 1956



C. W. Whaling



Paul Sampson



as compared to 1955. Some firms report that profits have decreased even though sales were in excess of 1955. Competition has been extremely keen. Our average percentage of profit has been well below the national average.

We are anticipating that 1957 will be a better year, inasmuch as predictions for automobile production are very favorable. Detroit's graphic arts facilities, either directly or indirectly, are dependent to a large extent on the automobile industry and suppliers to that industry.

While we have experienced a shortage of competent help in some crafts, generally speaking the problem of securing craftsmen has not been acute. Several apprenticeship programs are in operation and these apprentices are receiving excellent training.

Considerable new press equipment has been installed in the area within the last few years, including two- and four-color offset presses and two- and five-color rotary letterpresses. In addition, one of our firms has installed two eight-unit web-fed publication presses. Our trade binders have installed much new equipment, and several trade binders and other printing firms have either enlarged their plants or moved into new quarters.

Detroit's printing, lithographing, and rotogravure plants are now equipped to handle any job, large or small, and, with the increase in volume which we anticipate for 1957, we are looking forward to a successful year.

## CONNECTICUT

### Graphic Arts Assn. of Connecticut

Kenneth W. Finlay, Chairman

Haige J. Garabedian, Executive Secretary

With business conditions continuing to boom in the areas served by the Graphic



Haige J. Garabedian



Kenneth W. Finlay

Arts Association of Connecticut, the local industry confidently looks to another high volume year.

This confidence is probably best reflected in the fact that of the association's 41 member firms in the Hartford area eight are either moving into more commodious quarters or have larger plants on the drawing boards with occupancy slated for mid-year. In most instances, these plants are not expanding by adding equipment, but are replacing equipment with more modern machines capable of greater output.

Significantly, the local industry will—early this year, sport one of the first IBM rotary web-fed card printing press installations in New England.

While recruitment activities have succeeded, to some extent, in attracting more students to graphic arts programs in high schools and technical schools, the association during the past year has shifted some of its efforts to the development of more effective related training programs.

The association is convinced that students enrolled in such programs have a better educational background, are more mature, and have a keener interest in printing as a vocation.

Within the past two years, enrollment in related programs doubled as a consequence of very satisfying results to member firms. The unavailability of manpower—skilled and semi-skilled—continues to be our number one problem.

## LOUISVILLE

### Louisville Graphic Arts Association

Robert G. Griffin, President

William H. Gory, Executive Director

Printing volume in Louisville in 1956 reached a high peak, exceeding 1954 and



William H. Gory



Robert G. Griffin

1955 by an appreciable percentage. Profit in the industry, though, declined slightly.

Volume in 1957 will, in all probability, continue to grow. The Courier-Journal Lithographing Co., and several other firms, will move into new, enlarged quarters during the year.

Business has been stable during 1956 and would have probably been better, but printers were unable to expand as fast as their market. In some cases, the cause was a shortage of working capital. The solution to this problem will have to be found before any great expansion is possible.

Material and labor costs continued to rise faster than printers were able to increase their prices, thus adding to the problems.

Another basic reason for lower profits has been the easy credit extended badly-managed printing firms by the suppliers. Such printers, financed by suppliers have been allowed to compete foolishly and to deflate prices, while informed management fights desperately to gain ground. This situation, though, is national in scope and little can be accomplished on the local level to change it.

Few printers in Louisville had slack periods in 1956 and fewer still expect any slackness in 1957, due to the large number of new businesses opening in and around the city.

## NEBRASKA

### Graphic Arts Assn. of Omaha

Oscar D. Mordis, President

Warren Johnson, General Manager

The dollar volume of the printing business in the Omaha area in 1956 was a



Oscar D. Mordis



Warren Johnson

little above 1955 and 1954. Chances are business will be about the same in 1957 with some thought that sales volume may be slightly higher. Pessimism here is due to the past two-year dry spell and loss of crops in our trade area.

Best guesses are for a profit figure of 3 to 3½ per cent for 1956. The general profit picture here should be about the same as the national figure. There doesn't seem to be any actual need for additional help. There will probably be some shifting of personnel in attempts to upgrade. Little or nothing is being done to improve training.

By way of plant expansion, there has been one new building in 1956, two in 1955. No new printing processes have been added in the past year. We are striving to understand such things as costs, production, and profits. We are still a new association.

## WESTERN NEW YORK

### Printing Industries Assn. (Buffalo)

Max B. E. Clarkson, President

George E. Strebel, Executive Vice-President

Total dollar volume of printing business in this area has been equal or slightly higher than 1954 and, therefore, above

1955. The condition is not uniform, however. The plants which specialize and those which do multicolor work, especially in lithography, have enjoyed very substantial increases. Others have found rough going.

The profit picture shows no improvement and the prospects for betterment are not bright. This,



Max B. E. Clarkson

augmented by a lengthening collection period on receivables, is creating a cramped working capital and poor cash position which will eventually bring a number of printers to the point where they cannot handle the business available to them. It is possible that this point may be reached in 1957. If so, the coming year will not be as good as the several previous ones.

Advertisers are becoming increasingly more critical of the results obtained from their expenditures. Shotgun methods are being discarded. An increase in postal rates might readily provoke a rash of advertising budget paring which could materially reduce 1957 printing volume.

The supply of skilled craftsmen is still declining. Public vocational training is stymied by budgetary limitations. In the shops, pressure for production handicaps training of apprentices. On the other hand, better trained young men are available as managerial juniors.

It is not anticipated that much new equipment will be purchased in this area in 1957. Tighter credit will undoubtedly be a deterring factor. Some of the expanding specialty plants will install some additional machinery, but it will be almost entirely conventional in type.

#### NEW MEXICO

##### Printing Industries of New Mexico

George Valliant, President  
Wayne Boring, Secretary

The printing industry in New Mexico, and particularly in the Albuquerque area, have gone through trying times. We do not have any big businesses other than the government or government-subsidized businesses. Therefore, our bread-and-butter orders come from very small businesses. Our own industry falls into this very small business category, since there are only two commercial printing plants with more than 15 employees, out of nearly 30 plants in Albuquerque.

In the past two years, the small printer has been hard pressed for profits, so has become more price conscious in his printing purchases. The printer who has kept prices in line with rising costs has found his volume of business dropping; those who have maintained good volume have found their profits dropping or entirely missing. Some of the more competitive

jobs were selling for less this year than they did five years ago in spite of the tremendous increases in cost of materials.

In an effort to improve the situation, the Printing Industries of New Mexico was formed in 1956. The organization received almost 100 per cent support from the graphic arts industry in Albuquerque. We have members from as far as 200 miles from Albuquerque.

The dollar volume in the industry has remained as good or better than in the past because of our rapid increase in population. Most plants have been exercising a hold-tight attitude. The tight money market is not new to this area and should have little effect on business as a whole. It probably will curtail any expansion by business. Many of the local firms are underfinanced now. This may be due, in part, to the fact that many businessmen come to this area for health reasons and find financial opportunities limited so they start a small business.

#### OHIO

##### Graphic Arts Assn. of Cincinnati

Alfred M. May, President

John D. Rockaway, Managing Director

Cincinnati has been very fortunate during this past year in that the graphic arts



John D. Rockaway



Alfred M. May

business has generally been very good, with the dollar volume higher than in either 1955 or 1954. It is our considered opinion that 1957 will certainly be as good as 1956, with the possibility of even greater volume than in 1956. Our reason for believing this is that, due to the intense competition for the consumer dollar, manufacturers, as well as retailers, will be forced to do more advertising.

The percentage of profit in 1956 is a bit above the national average, and we certainly hope to maintain that same situation in 1957.

One of the major difficulties in our area is securing adequately trained craftsmen. We are working closely with our Vocational High School in training students, and are cooperating very closely with a technical school in giving additional training to workers already employed in the industry. This is particularly important, because many of our shops are adding new equipment, primarily of the offset type. This requires additional trained personnel, and we are attempting to fill that

need, although admittedly our efforts are not great enough to meet the demand. Quite a few plants in this area are expanding to meet the increased demand for printed matter.

It is our belief that much of the success in this area in the printing industry is due to the efforts of the Graphic Arts Association of Cincinnati. Cooperative efforts through a trade association help provide the answers to many of our problems, and we have found most of our active members attribute their above-national-average-profits to participation in association activities.

#### PITTSBURGH

##### Printing Industry of Pittsburgh

Arthur H. Gratz, President

Thomas H. McCabe, Jr., Executive Director

During 1956, Pittsburgh produced the greatest dollar volume printing business in its history with most firms showing fair to substantial increases in billing.

The outlook for 1957 has been improved by the recent Republican political victory and a general feeling here that large national advertisers recognize the vital importance of expanding their budgets for printed advertising literature.

Generally speaking, the consensus seems to be that 1957 should be slightly better than 1956. However, the majority of firms express themselves as being concerned about the profit percentage problem. The 1956 profit percentage is slightly higher than the 1955 figure, but there is strong doubt as to whether increased volume in 1957 will "pay off" in higher profit percentages. Some firms think that the 1957 profit might show a percentage decrease.

An analysis of the reasoning behind this thinking points to the fact that most firms are finding it difficult to handle current or anticipated business volume without incurring excessive overtime wage costs. This, of course, emphasizes the definite need for more skilled help.

The industry profit picture and expansion program will depend largely on our ability to develop and train a larger pool of skilled manpower to meet the growing needs of our shops. One of the big deterrents to expansion in several local firms is the problem of acquiring or training employees to man the equipment. The

(Continued on page 81)



Wayne Boring



George Valliant



Arthur H. Gratz



T. H. McCabe, Jr.

# Equipment and Supply Leaders Optimistic

- Slight to moderate business increases looked for by most printing equipment manufacturers
- Growth and development to increase production; foreign-made machinery offers little problem

## Harris-Seybold Company

George S. Dively, Chairman and President

The new year is starting at the highest economic level in the country's history. Most business managers and economists



George S. Dively

appear confident that the high level of business will hold, but that there may be a test of business strength about midyear. However, if businessmen continue to exercise good judgment and restraint in keeping inventories in line,

and barring serious international complications, the last half of 1957 should continue very active.

With the continuing high level of employment and personal income, the United States is evolving more and more into a consumption economy. Advertising is a major key to stimulating this consumption and is particularly important during competitive times, such as we are now experiencing to an increasing degree. Printed advertising has been growing at a rate more than double the national economy. The graphic arts industry has been benefiting directly from this growth, and should continue to do so next year and in the years ahead.

As a manufacturer of equipment and supplies for many segments of the graphic arts industry—including printers, lithographers, magazine and book publishers, carton manufacturers, paper mills, metal container producers, envelope makers, trade binders and paper converters—we feel that our customers have good prospects for 1957.

Advertising growth, color growth, longer printing runs, and the trend to more productive equipment to keep pace with increases in wages and prices, all point to comparatively high volume and greater efficiency for progressive graphic arts companies.

Harris-Seybold looks for a good year in 1957. The company will continue to emphasize broader customer services, through further expansion and technical training of its sales and service organization. From the longer viewpoint, we plan increased emphasis on our research and development program, which is now being centralized for the entire company in expanded facilities in Cleveland.

## Mohr Lino-Saw Co.

Harold O. Mohr, President

Last year showed a substantial increase in shipments over 1955, and we expect the high level of sales to continue in 1957. We are not, however, planning any plant expansion as we moved into our new building, tailored to fit our needs, in the summer of 1954.

Since the Mohr saw is unique in its field, foreign-made printing equipment doesn't present much of a problem so far as we are concerned. We haven't added any foreign-made products to our present line, and do not expect to do so in the immediate future.

While sales in the domestic market remain on a very satisfactory level, the situation so far as overseas sales is uncertain. The dollar shortage continues and, if anything, has become more acute with recent events in the Middle East. As Mohr saws are used in 35 countries outside the United States, export sales respond quickly to sudden political and economic shifts.

Except for the disturbed world market, there seem to be no important industry problems confronting us.

## Challenge Machinery Co.

J. Wesley Lee

Executive Vice-President and General Manager

Sales volume in our field of proof press and bindery equipment seems to be substantially over 1955 with indications that about the same level will be maintained in 1957.



J. Wesley Lee

In addition, Challenge plans to expand its activities in these fields through combination of new products and possible acquisitions. As part of this program, J. C. Carr,

formerly of ATF, joined us to head up a new program of product development and advertising. Another of the steps taken in this direction was the recent introduction of a new line of power and lever paper cutters in the sizes of 19-inch through 30-inch. Several other new products in the process of development will probably be released during the coming year.

In our opinion, the printing industry seems to be moving ahead very nicely and Challenge looks forward to years of printing progress.

## Minnesota Mining & Mfg. Co.

Ed Kane, Printing Products Division

Demand for 3M printing products continued strong during 1956, in keeping with the brisk pace of activity in the graphic arts industry generally, and dollar volume showed a gratifying increase over 1955.

3M brand presensitized aluminum lithographic plates maintained their position as a product being accepted by the industry at a faster rate than any other product introduced in the field in the past two decades, as a replacement for conventional surface-coated plates.

In addition, the new 3M brand make-ready process is being rapidly adopted by the letterpress industry because of its advantages in reducing costs, a factor becoming increasingly important throughout the graphic arts field.

3M believes that 1957 will be a good year for our national economy generally. Reflecting this belief, and having confidence in the graphic arts industry's continued acceptance of new products and processes designed to overcome the prob-

(Turn to page 84)

## Here Are Questions IP Asked

Here are the questions *The Inland Printer* asked leaders in the printing equipment and supply field concerning what happened in their businesses in 1956 and what may happen in 1957. Read these questions first; they'll help you to have a better understanding of the answers.

1. What was the 1956 dollar volume generally in your field as compared with 1955?
2. What is the 1957 outlook as compared with 1956?
3. Are you planning to do any expanding, such as new buildings or additions during the next year?
4. Have you added any lines of foreign-made equipment or supplies to your own line during the past year, or do you plan to in 1957?
5. Does foreign-made printing machinery now being imported present any particular problems to you (if you don't now handle it)?
6. What, if any, changes do you believe are needed in the national tax situation as far as your company is concerned?
7. Does your company have any special industry problems that are bothering you? If so, can you suggest any solutions?





Universal's new plant and offices have been moved from downtown area to point midway between business section and expanding suburbs

## Universal's New Plant Has Unusual Production Flow

- St. Louis printer develops S-shaped flow chart for efficient production
- Departments can be by-passed without backtracking to save time

By Mildred Weiler

★ The streamlined operations and expanded capacity of Universal Printing Co.'s new plant at 1701 Macklind, St. Louis, help customers and employees.

An electrically-engineered fluorescent lighting system assures a standard light level throughout the 24-hour schedule on which the plant operates. With it there is no intershift variation in color determination due to varying light intensities.

Adequate power prevents any fluctuation and a special light tube, made by NuLite Corp., provides the plant with an even daylight illumination at all times. This is particularly effective in the art department where there are no windows and no interference from outside light rays. The company has a reputation for exactness in color reproduction.

The air conditioning and heating system, especially engineered for the building, maintains a temperature of 76 degrees and a humidity of 50 per cent in all

departments the year around. The 160-ton unit is divided into 40 tons for the plate department, 60 tons for the offset press room, and 60 tons for the bindery. A 16-ton capacity unit takes care of the office. By striving to keep temperature and humidity uniform throughout the plant, there is no variation in temperature from one department to another. This uniformity, of course, boosts production and quality control because it eliminates paper expansion or shrinkage and plate spoilage due to temperature changes.

Dust-proof floors, chemically sealed, eliminate dust and keep it out of the ink and off paper stock. While these features add to the company's quality control, they also contribute to the employees' well being.

Sam M. Langsdorf, Jr., president of the company which formerly occupied four floors at 1531 Washington Ave., said top management and department heads worked out the plan for the new 55,000-square-foot, one-floor building to provide maximum efficiency.

The continuous work flow plan is laid out in the form of the letter S. This plan provides not only the shortest distance between operations, but also saves time whenever it is necessary to drop out one operation. A department can be by-passed without backtracking or losing time in moving a job to the next department.

On the first arm of the S formation are the negative and camera art department, plate department and then the pressroom, the three steps through which most of the offset jobs must pass. On the down sweep of the S is the large sheet cutting department and then the bindery, so that jobs that end at the cutters are in a good position to by-pass the bindery and go straight to the shipping room at the end of the S.



Sam Langsdorf, Jr.

Retouching, stripping and art department (left) has spacious floor area to allow for expansion. A special lighting system provides daylight illumination. At right, two precision color cameras and large photocomposing machines are used to handle color separation work. Firm has reputation for fine color work.





During the last ten years, Universal Printing Co. has quadrupled its lithographic volume, according to Mr. Langsdorf who says the growth pattern of the organization has been fast and sound with its greatest expansion in lithography.

Stepped up capacity in the offset pressroom includes a new LTL 42x58 two-color Harris with an automatic water level. Next to this is a Harris LSK 42x58 two-color press, which is being rebuilt, and a Harris LST two-color 35x45 press.

### Ten Harris Offset Presses

The offset pressroom is equipped with ten Harris presses set up as a working unit so that operations can be combined on several presses and thus step up production. According to the system, three presses might be used to turn out one job. The company, since moving to its new location, now claims to have the largest offset printing department in the city by maximum production standards, and one of the largest in the midwest.

In addition to the large two-color presses, there are an LSS 35x45 single-color press, two LTN 22x34 single-color presses, two 21x28 LTW presses, and two LTG 17x22 single-color presses.

The setup of the pressroom is designed for efficiency and maximum production. The larger presses are on one side of the room and the smaller on the other. Both rows feed toward the center aisle.

There are also two new color precision cameras, a 31-inch and a 41-inch Robertson, a 54-inch Rutherford photocomposing machine and a 64-inch Rutherford; whirlers, new etching and lineup tables, and an Ozalid Streamliner for process color separation work. Universal uses color guide books worked out by its own production staff over a period of years. A complete art department does all the work in preparing negatives, including process color work.

Book and catalog work has long been a major production item with the company and much of the specialized equipment installed in the new building has been for the express purpose of making this particular type of work even more attractive to book and catalog buyers.



In the letterpress section of the pressroom, a variety of hand-fed presses are kept busy handling the volume of job work, special inserts, and short run commercial printing required on a daily basis. The layout of plant, with its S-shaped work flow pattern, facilitates job movements in the pressroom.

Bindery facilities of the company include a Sheridan 25-station collator which gathers signatures, stitches them, and applies the cover. This piece of equipment, with the Lawson three-knife rapid trimmer and conveyor belt, steps up the company's catalog work to a two-operation project from the time the catalog sheets leave the pressroom. These two machines have increased production threefold.

### Additional Bindery Equipment

The bindery also has a Lawson 60-inch cutter, and two large Seybold cutters; a Christensen saddle-stitcher; four Lawson & Berry drills and four multihead drills; two 32-page folders, two 16-page folders, and three others for smaller jobs.

The company also has a department for handset type.

The letterpress department is dominated by two single-color 21x28 Heidelberg, and a 12x18 Heidelberg. There are

also three Miehle Verticals, two Kluges and 10x18 open presses.

Approximately 15,000 square feet are allotted for paper storage and shipping and fan out at the end of the S formation of the floor plan. A loading dock with an automatic leveler also adds to the over-all efficiency of the plant. Three trucks may load or unload at one time.

The plant parking lot accommodates 96 cars, another plus factor for customers as well as employees. There is also parking space for 15 customer cars in front of the plant.

A 4,500-square-foot area in the basement is equipped with lockers and showers for employees. There is also an employee dining room. Vending machines provide hot and cold beverages, sandwiches, hot foods, soup and desserts. Lunch hour shifts are staggered and employees on all shifts can get hot meals. Infrared heating units and other kitchen

Quality control is aided in the offset plate department (below left) by the air conditioning and heating system which maintains a temperature of 76° and a humidity of 50 per cent. A central aisle to which both rows of offset presses deliver printed sheets is a feature of the offset department work flow plan.





equipment are provided for those who want to prepare their own meals.

In the general office arrangement, each salesman has a private office and telephone. This, too, is not only an added convenience for the customer who may prefer to discuss a job privately with the salesman, but is a consideration for the salesman who can carry on a telephone conversation in private or discuss a job with production men in the privacy of his own office.

A conference room, complete with kitchen and bar, is also provided for larger conferences. This, too, benefits both customers and employees. Employees who remain after hours to discuss a project are served from the conference room kitchen.

All current job tickets are filed in a fireproof walk-in vault in the general office of the company. Although much of the business is with companies in states surrounding St. Louis, many jobs are done for firms in other countries. Universal frequently handles international shipments for a customer.

#### **Company Leads in Research**

The company now has 250 employees but expects to increase its staff by approximately 50 per cent as the new plant gets into full operation. A spokesman for the company said the larger plant with its added facilities will enable Universal to expand its research, a field in which it has played a leading role. Studies to produce halftone reproductions of image character to assure greater clarity and detail are being made. An example is the 300-500-line screen halftone project for the Air Force to reproduce clearer and more detailed aerial photographs.

New processes have also been added in color reproduction to give more life-like color to food and clothing photography. New processes are saving hours of color correction work, a vital factor in cutting production costs.

Universal was established in 1939 by Sam Langsdorf, Jr., now president, and Harry Schuhwerk, executive vice-president of the company.

Other officers include: Edward J. Turner, vice-president and treasurer; Raymond Dyreks, Charles Pollock and Shelton Voges, vice-presidents; Norbert J. Dieckmann, secretary, and John Fischer, assistant treasurer.

The company does book and catalog printing from art work to bound book, catalog inserts, and all types of commercial printing, including maps and color process work.

Universal's bindery facilities include 32- and 16-page folders and small folders (top), Sheridan 25-station gathering-stitching-covering machine (center) with plenty of floor space around it, Lawson three-knife rapid trimmer (bottom) with connecting conveyor. Bindery has 60-inch Lawson cutter, two Seybold cutters, Christensen stitcher

# Keep Adequate Records and Know Your Costs

- Sometimes printers keep records but don't make good use of them
- Study of productive versus nonproductive time will be revealing

By Olive A. Ottaway\*

★ In our December article, we considered the inadequacies of trusting "eye-level" operations as a basis for accurate pricing unless accompanied by a written record. It seems natural this month to deal with that bugaboo of many small printers: record keeping.

Space here does not permit reproduction of suggested forms to be used (they are to be found elsewhere), but the idea of the importance of record keeping for all printers cannot be stressed too strongly. As the days and months pass, such records become the profit or loss record of the business. A printer cannot neglect these daily and monthly items and then at the end of the year have a financial statement which he fully understands.

Governments of today derive much of their revenue from business channels. For instance, income tax to a large extent is gathered from those whose income is deducted at the source. So that Uncle Sam (or his counterpart in other countries) may not be cheated of the amount which should go to the treasury coffers, it is required by law that an accurate recording of all payrolls be kept, and open for inspection if need be.

If sales tax is a collectible item, the same is true there. It is required that an accurate accounting of all sales be recorded. So we could go on with other examples, but the chief point here is that apparently we will keep records at the point of the law—when forced to do so—but not in our own interests. Many of these same records could also be put to work for our own benefit as printers, although there may be others that we need to put into use to obtain full value from all of them.

We are often asked, "Does it take extra time or extra staff to operate a cost system so that my costs are of value to me?" In some cases, that is true but in others not. In many instances, records of one kind or another are being kept, but they are not being "put to work" for the employer.

Sometimes a printer will be most meticulous concerning employee time tickets,

and the relationship of his total plant payroll to the sales and administrative salaries and commissions, or to other items of expense, but he still does not make his employee and machine records of productive versus nonproductive time serve as:

1. An incentive toward improving his business.
2. A red or green light to direct him in his acceptance or nonacceptance of customers' orders, if profit margins are not certain.
3. A guide to the purchase of new equipment or plant expansion.
4. A medium upon which to retain established credit.

Naturally, the average small printer does not think of all these points, and many others which we could name, since he is tied up with his record keeping. While some recording may take extra time at first, it is in a sense "good house-keeping." It takes time to sweep your plant out, to wash up your presses, to tidy up the stock, and to do a thousand and one things which we normally accept as

essential. Otherwise, there would be a lot of repercussions which would affect employees, customers, and those who own the plant.

Sometimes I think we should change the name for costing to "financial house-keeping." Perhaps many printers would be more impressed with the need, for they as managers and owners should take this matter of costing more seriously.

In plants where record keeping is taken seriously, it has been the writer's experience that employers have a greater respect for instructions which in turn are issued to them through specification form, estimate, work docket, etc. Certainly, where production figures are posted at the end of each month or whatever the period decided upon, the employees have a more active interest in their hourly and daily production. Likewise, if chargeable and nonchargeable hours are posted in total by units of operation, this picture may be improved. Thus, if such recordings take time, it would appear to be worthwhile.

Too many employers have not been able to impress upon employees that time rendering is not just a record of their time so that they may be paid at the end of the week, but is also an equally impor-

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## Run Critical Ratios on Financial Statement

Many employers look only at the last figure on the operating statement—net profit—and then file the report. This is like reading the end of a "Who Done It" and skipping all the clues.

Running the critical ratios on your financial statement reveals many business ills and furnishes the base on which management should be guided in its business decisions. What ratios should be run? What should the ratios be? What do they tell owners?

1. **Current Ratio:** Current assets divided by current liabilities (rule of thumb—3 to 1, reflects ease-of-payment position; bankers watch this one).

2. **Working Capital Ratio:** Working capital divided by total debt (1½ to 1).

3. **Turnover Ratio:** Net sales divided by accounts receivables—turnovers for year—(10 to 1); 365 days divided by turnover—number of days

average sale was carried on the books (average 40 days).

4. **Debt Ratio:** Net worth divided by total debt (2¾ to 1—reflects capital owned to capital borrowed).

5. **Fixed Assets Ratio:** Net worth divided by fixed assets (2 to 1 or better—reflects any over investment or decline in working capital).

6. **Volume Ratio:** Sales divided by net worth (2½ to 1—reflects total volume).

7. **Net Profit Ratio:** Net profit, before Federal Income Taxes divided by net sales. (8 per cent to 10 per cent—reflects rate of return on sales).

8. **Net Return Ratio:** Net profit divided by net worth (at least 6 per cent after taxes—reflects rate of return on capital invested).

On your next balance sheet and operating statement establish the above critical ratios. Do it periodically thereafter and you will reap dividends from the information obtained.

\*Miss Ottaway is executive secretary of the Toronto Graphic Arts Association and author of the recent book, "Costs for Printers," available through The Inland Printer Book Department.

## Letterpress-Offset Conversion Methods Compared

- Satisfactory quality can be produced with current conversion methods
- Comparisons rough because of differing equipment and circumstances
- Process elements, equipment, materials, labor analyzed and compared

Second of Two Articles  
By Eldon Thompson\*

Double-offset transfer is a new indirect conversion method, working from a relief form to an offset plate.

The cylinder of a proof press is covered with a rubber blanket and an impression is taken directly from the form. Then the form is removed from the press and is replaced by a type-high impression base topped by a second blanket; the image is transferred from the cylinder blanket to the impression base. The plate is positioned to the guides on the cylinder and the laterally reversed image is offset from the base to the plate.

The key to this method is a special ink, Conversion Black No. 20, developed by Homer W. Palmer & Co., (515 N. Halsted) Chicago. It is high in content of fatty acids and silicones to repel the gum or coating which forms a protective stencil over the nonprinting areas.

Blankets used for both cylinder and impression base were Goodyear Red 6482, two-ply, with pumiced surface.

The preferred plate is a new ungrained aluminum one, with a pumiced surface, although other grains on either zinc or aluminum may be used.

The plate is gummed, dried, and washed with turpentine; a brief application of chloroform or any other oil-free solvent removes the oily film left by the turpentine. Lacquer is applied, then a heavy developing ink, and the plate is cleared under water. Then a conventional desensitizing etch is followed by gum.

In processing a deep-etch plate, a less permeable stencil is required before the proof-press image is washed out. Dichromated gum or another light-sensitive coating may be applied as in gumming a plate,

\*Mr. Thompson is head of the Relief Plate Laboratory at the Rochester Institute of Technology, Rochester, N.Y. The two articles originally appeared in *Graphic Arts Progress*, official publication of RIT's Research Department.

followed by exposure, turpentine wash, etching, and the same steps outlined above for surface plates.

The double-offset transfer method has two obvious advantages: debossing is unnecessary, and, as in *Direct-Image Offset*, a minimum of makeready is required. The blankets tend to level smaller errors in the form although little more than a kiss impression is used in the initial form-to-cylinder transfer.

This method has been tested on a large flat-bed cylinder press (Miehle No. 3) in making plates for the Research Department's 35-inch ATF web offset press. Because of the size of the blanket, 0.040-inch

thick, there was some creep in the first trials; this was overcome by laminating the blanket to an offset plate.

It is sometimes desirable to pull two impressions in register on the cylinder blanket in order to build sufficient ink-film thickness.

Work of satisfactory quality can be produced with any of these conversion methods, depending on requirements and on the craftsmanship applied. Only rough comparison of methods is possible because of the differing equipment and circumstances in various plants. The following tables show some of the information that is needed to size up the applicability of the methods in a particular shop.

If we assume that conventional surface plates are to be used, then there seems to be no significant difference in the speed of operation of the four methods. It is our feeling that under average shop condi-

TABLE I. PROCESS ELEMENTS

	Proof	Photography	Plate Exposure	Plate Processing
Double Transfer	X			**
Reproduction Proof	X	X	X	X
Brighttype	*	X	X	X
Translucent Proof	X	X	X	X
Direct-Image	X			X

\*\* Requires more time than presensitized plate.

\* Time to prepare form roughly equals time to proof.

TABLE II. EQUIPMENT

	Double Transfer	Translucent Proof	Repro Proof	Brighttype	Direct-Image
Proof Press	\$ 8,500	\$ 8,500	\$ 8,500		\$8,500
Camera			8,000	\$11,000	
Vacuum Frame		450	450	450	
Arc Lamp	500	500	500	500	
Darkroom		2,500	2,500	2,500	
Plate Processing	1,000	1,000	1,000	1,000	*
Whirler		1,000	1,000	1,000	
Extras				1,000	
Total	\$10,000	\$13,950	\$21,950	\$17,450	\$9,500

\* Debossing installation and training \$1,000; then \$60 a month.



tions, the double-offset transfer and direct-image offset methods would be the fastest. If presensitized plates were used, then double-offset transfer might be the slowest method. Presensitized plates cannot be used in direct-image offset. Table I shows the elements required in each method.

We would rank the methods according to quality in this order: Brighttype, Translucent Proof, with Reproduction Proof, Double-Offset Transfer, and Direct-Image Offset roughly equal.

There are three cost factors to be considered: equipment (Table II), materials (Table III), and labor (Table IV). Since these costs vary from plant to plant (some equipment is already available), they must be figured in the plant where the process will be used. Tables II, III, and IV are submitted as a basis for estimating.

Considering all three factors, it is apparent that double-offset transfer and direct-image offset are most economical.

This table should not be used without correcting for equipment already available in the plant. Before comparing net capital outlay for any system, the cost of equipment already available should be subtracted from the various totals.

It is also evident that the basic Brighttype equipment (including darkroom) would amount to approximately \$14,500.

Table III summarizes the materials required in the four methods. Figures are approximate for a single 26¼x35½-inch plate.

Labor costs are very difficult for us to estimate, but Table IV provides information from which costs could be determined. Approximate times shown are for production of single plates as described above.

Most trade composition houses now offer reproduction proofs and transparent proofs.

TABLE III. MATERIALS

	Plate and Chemicals	Paper	Film and Chemicals
Double-Offset Transfer	\$3.00		
Brighttype	3.00		\$2.50
Reproduction Proof	3.00	\$.25	2.50
Translucent Proof	3.00	.40	2.50
Direct-Image Offset	1.90		

TABLE IV. LABOR

	Make-ready	Proof	Photography	Platemaking		
				Regular	Presensit.	Special
Double-Offset Transfer	5 min.	5 min.			*	30 min.
Reproduction Proof	5 min.	3 min.	4 min.	1 hour	20 min.	
Translucent Proof	5 min.	3 min.	4 min.	1 hour	20 min.	
Brighttype	7 min.		4 min.	1 hour	20 min.	
Direct-Image	5 min.	5 min.				15 min.

\* Presensitized plates have not been fully evaluated.

#### LNA Awards Exhibit to Go Abroad To Improve Diplomatic Relations

Lithographers National Association has pledged full support to the U.S. Government's program for promoting closer relationship with peoples of other lands. In response to a request from the U.S. Information Agency, the board of directors has voted to make the Sixth Annual Lithographic Awards Exhibit available for showings in countries abroad after its current tour of principal American cities.

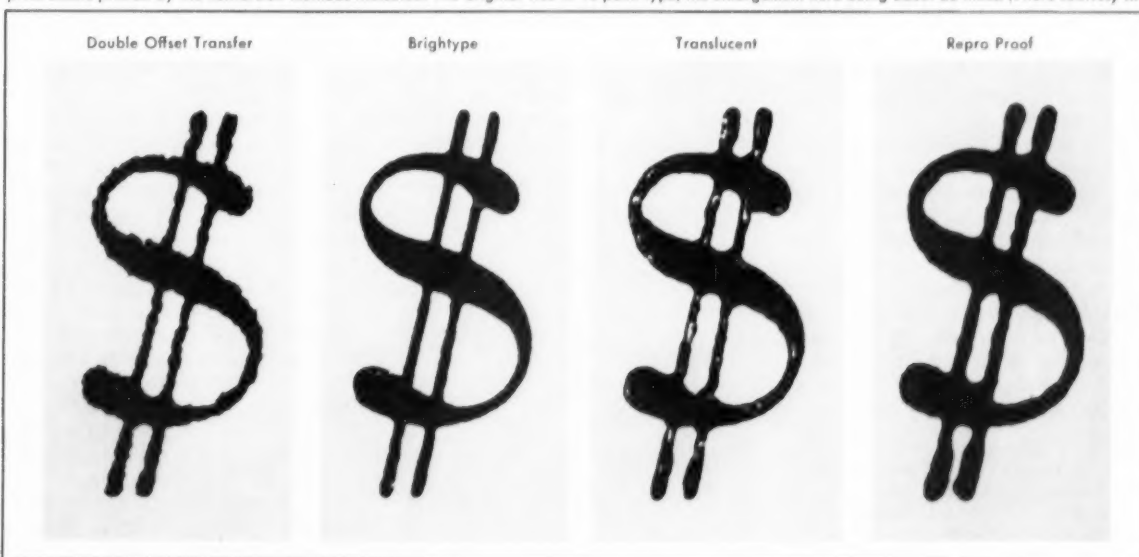
"We believe that this is an important role for the lithographic industry," said a statement from LNA headquarters. "Nothing today transcends the immediacy of spreading the truth about America

wherever we can abroad. Foreign peoples will have an opportunity to see the progress we have made in the graphic arts. The power of the printed word, the attractiveness and compelling nature of our printed material, its high quality of design and production will speak for our contributions to the improvement of our country."

#### NALC to Hold Convention in May

The 12th annual convention of the National Association of Litho Clubs will be held at the Palmer House, Chicago, May 2-4. W. O. Morgan is chairman. On Saturday, May 4, the education program will feature experts speaking on color separation, camera, stripping, chemicals and other topics.

These photomicrographs show the image degradation that is inherent in transferring from an offset blanket. The four examples shown below are from offset press sheets printed by the conversion methods indicated. The original was in 10-point type, the enlargement here being about 20 times. (Photo courtesy RIT)



# THE SPECIALTY PRINTER

## Cellophane Printing Classifications for Converters

- Three groups of cellophane require little different printing techniques
- End use of film package determines which plastic and kind of ink to use
- Printing films by flexography or rotogravure presents no special problems

By J. L. Roser\*

Look at cellophane from another angle. There are three general classifications of cellophane: uncoated, CIS and C2S film. Under the subheadings of the coated films, we find two classifications: regular coatings and anchored coatings.

In the regular coating classification, the coating is applied directly to one or two sides of the film. In the so-called "anchored film," a special sizing or substratum is applied first and then the coating. This anchoring causes the coating to become almost a part of the cellophane itself, and in printing on anchored films we do not encounter the sloughing off or crumbling off of ink as in unanchored film.

### PT Is Most Common Film

Let's take one of the most common cellophanes, code PT, standing for plain transparent. This is, of course, an uncoated film. Although it is not really porous, it is a high breathing film and is used for general protective wrapping where moisture protection is not necessary. It cannot be used for most refrigerated items due to this lack of moisture proofness.

Many of you have probably used a piece of PT cellophane on the inside of your windshield to prevent fogging. It is also used for wrapping moth balls and certain deodorants in which essential oils may dissolve the coatings on a coated film. PT cellophane breathes just enough to maintain a dry, slime-free surface on smoked meats, and has found its way into that part of the meat industry. Its ability to breathe makes it good for products requiring steam sterilization.

\*Manager of Graphic Arts Division, Milprint, Inc., Milwaukee, Wisconsin. Second in a series of articles based on a talk given at the 14th Alumni Printing Management Seminar, School of Printing Management, Carnegie Institute of Technology, Pittsburgh, Pa.

There is no real problem in printing on PT cellophane by either the flexographic or rotogravure method. If the film dries out too much, it becomes brittle, and the ink may also crystallize and crumble off. If subjected to high humidity, the ink may block or tend to slough off. This sloughing will be in direct ratio to the film's absorption of moisture.

Next let's take a commonly used CIS cellophane, code MSAT #80. M means moisture resistant; S, sealing; A, anchored; T, transparent. Its largest use is for wrapping fresh meats with the uncoated side against the meat. This uncoated side is wettable and when it is against the meat it retards discoloration.

As a rule, MSAT #80 cellophane gives very little printing trouble as the ink is applied to the anchored coated side. We, therefore, don't encounter the peeling or sloughing off of ink as we do on the PT cellophane. Curling of the film is one of the most common troubles when it is cut into sheets. As it is coated only on one side, the uncoated or PT side will absorb moisture readily, whereas the anchored coated side will not. The result is a badly curled sheet which can be a real headache on a press or sheeter delivery.

Now let's go to some of the most common C2S cellophanes. MST #54 is one.

Morris Greenbaum, co-owner of American Guming Co., Boston, poses after being elected president of Boston Club of Printing House Craftsmen, with (left to right) father Noah, founder of the company, and brother Leonard, in charge of coating production and new member of the club



M means moisture resistant; S, sealing; T, transparent. Note this is not an anchored film. It is used for box wrappers such as cookie boxes or any box overwraps that are not subjected to freezing. It definitely will not stand low temperatures for prolonged periods; it will not stand moisture and the inks will peel if they should be moistened.

Let's just switch one number to MST #53; again it's not an anchored film but #53 will stand low temperatures. This difference from #54, the ability to stand cold, is the result of the manufacturer changing the plasticizer in the film. #53 is not good for box wraps or packages with rigid outline because it has a tendency to pucker. It is better for bags for nuts, candies, beans, rice and other free flowing products, but on this MST #53 you must print with caution. There is usually a migration of this special plasticizer in the film, and it will cause many of the regular ink pigments to bleed. This plasticizer may even soften the ink vehicle and cause blocking or sticking. You must, therefore, use special formulated inks and special tested pigments.

### Frozen Food Wrap Plastic

MSAT #87 is another. Here is an anchored coated film, yet it has all the ink bleeding characteristics of MST #53. It is a very good film for frozen food wraps as it forms a tight cover and can stand cold and moisture.

A very popular cellophane is MSAT #86. This is also an anchored film, but is nonbleeding; it does not cause the ink to bleed, block and stick as does the MST #53 and MSAT #87. It is most ideal for duplex construction or double layer bags for lard, chili con carne and fresh pork sausage. The success story of beautifully rotogravure-printed pork sausage bags, MSAT #87 is almost unbelievable. Here the printing is done on the inside of the outer bag with real protection to both product and printing.

Let's just mention one more classification of cellophane: LST and LSAT. Remember that L stands for less moisture; S, seal; T, transparent. In the LSAT, the A stands for anchored. The LST is for dry

(Turn to page 89)

*The Inland Printer Announces*

# A NEW CONTEST

## Matched Letterhead and Envelope

Here's an opportunity to design a letterhead and matching envelope that will win money and get nationwide publicity for you—and influence printers here and in foreign lands. Follow the simple rules below and mail your entries at the first opportunity.

Remember, even though the prizes are decidedly worth trying for, they are really the least of the benefits this contest offers you. The greatest advantage is the opportunity to gain new ideas as to the many attractive ways in which a single piece of copy may be set. The winning entries will be shown in the pages of *The Inland Printer* after the contest is over; high ranking entries, although not among the prize winners, will be presented if space in later issues permits. Start now—send entries as soon as you can.

### Here's the Copy

**The Iberian Press**  
Specializing in Distinctive Offset and  
Letterpress Printing  
79 West Monroe Street  
Chicago 3, Illinois  
Telephone: RAndolph 6-2802

### Here Are the Prizes

First Prize: \$50; Second Prize: \$35; Third Prize: \$25  
Fourth Prize: \$15; Fifth Prize: \$10  
Five Honorable Mention Awards: One Year Subscription to *The Inland Printer*  
Duplicate Awards in Case of Ties

### Here Are the Simple Rules

All copy must appear across the top of 8½ x 11-inch letterhead, but copy may appear anywhere on No. 10 (9½ x 4½ inches) envelope (but watch the postal regulations!). Abbreviations in copy are permitted. Type, cast ornaments, or solid tint blocks may be used. No special drawings or engravings are permitted.

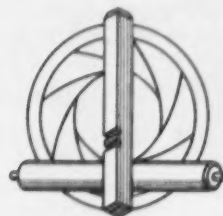
Submit 15 proofs in two colors (run them on job press if you wish), one of which may be black. Any color stock may be used for the letterhead and envelope. ALSO submit five proofs in black ink on white stock (suitable for reproduction purposes) of each form separately (letterhead as well as envelope).

Proofs must be mailed flat. Be sure your name and address appear on the back of only ONE of the two-color letterheads and on the back of only ONE of the two-color envelopes. All others MUST remain unidentified for purposes of judging.

CONTEST CLOSES APRIL 15, 1957

Your contest entries must be mailed first-class and must bear a post-mark of not later than midnight of April 15, 1957, to be eligible for judging. Address all entries to

Contest Editor  
THE INLAND PRINTER  
79 West Monroe St., Chicago 3, Illinois



# THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

## Outside Factors May Limit Choice of Type Selection

- Must a middle ground be held between contemporary and pure type styles?
- Influences include customers' demands, current faces, supply availability
- Supplementing machine set sizes with display faces must be considered

Last month I discussed some of the factors involved in the selection of types for the composing room of an ordinary commercial printing plant.

Probably many printers would like to deal only with discriminating customers who have a proper appreciation of the more subtle delineations of style in job printing, but the sad fact is that this kind of setup is seldom found.

While personal preferences in types do influence the customer's purchase, the printer must also be aware of outside factors which may limit his freedom of selection. The appearance of current typographical style in advertising promotion will prompt demands for this type or that type, or requests to make a job look "like this."

### Small Plants on Middle Ground

The middle ground, then, between the contemporary and the "pure" types is the position of the small plant today.

Before making a list of actual types, we must first think a little about the variety of faces and their size range. When the selection is planned carefully, the number of types needed is surprisingly small. For what purpose, then, are the endless columns of types in current foundry and machine company specimen books? "Chiefly to avoid," was the reply Updike gave to a similar question; he went on to explain how the printer could free himself from the burden by studying type forms.

Updike's advice does make interesting reading, but he was thinking in terms of the specialized printer, for which he had created his own market. However, it is still true that we could get along quite well on a thinner diet from the foundries. Often, too many different types are used in a single job when the variations of a single style of type would do as well.

Take a look at a standard roman type. There is first the roman. This might be the time to clear up a small point of nomenclature. The term roman is used to de-

scribe a letter in the form of the manuscript hand of the Italian fifteenth century, as distinguished from the first type of Gutenberg, black letter. Roman is also used to describe an upright letter, as apart from italic. This is not the only inconsistency in typographic terminology, but we have to learn to live with them all.

In many fonts, roman is accompanied by an italic or sloped letter cut in the same style. We have Garamond to thank for this (about 1640), and more currently, the two-letter mat of the slugcasting machines. There are only a few standard romans produced without the italic. Small caps become the third variation. Now there are eight different styles within the one group: roman lower case, upper and lower case, and caps; italic lower case, upper and lower case, and caps; small caps, and caps and small caps.

When a type design becomes popular, a boldface and a boldface italic are usual-

ly cut. In addition, there may be openface, or paneled, or shaded versions. Then caution may be thrown to the winds as in Cheltenham, with condensed, extra-condensed, extended, and so on.

Even without an extravagance of variation, the roman-italic group provides the printer with a good mixture and change of pace.

### Series Includes Display Sizes

The range of sizes to be purchased should be a broad one. A series is best, the range of which varies from face to face, 6-point to 72-point being the most common. For display types or special purpose faces, the size range is much tighter; it depends upon the type and the use to which it is put. For example, in types used for social printing, the sizes most frequently used are 12-point, 14-point, and 18-point.

Because of the current high cost of type, today's printer hesitates to purchase large sizes in which the character count is shy, particularly in caps, with perhaps only one each of several characters, and just two each of a few more. Those printers who are setting type for eventual reproduction

School of Typography of Western Switzerland, in Lausanne, site of Graphic 57, the International Printing Fair, June 1-16, 1957, exemplifies modern architecture in Switzerland's professional schools





by offset lithography are becoming interested in the small photo-display units for the composition of heads and similar lines.

A still further consideration in type selection is the typesetting equipment in the plant. For example, if the printer has a slugcasting machine for text composition up to, say, 12-point, he will want to supplement these sizes with display types of the same design, for composition by hand. With a little care, he can meet this requirement satisfactorily, but a good match of machine and handset types must be planned; it cannot be left to accident.

Both the Linotype and Intertype firms have an excellent variety of types which may be combined naturally with single types. A Monotype machine combines the utility of text composition with adaptability to display sizes in exactly the same types. The choice of a composing machine rests upon many factors which go beyond the scope of this article, but it may be seen that type selection goes far beyond the personal equation.

#### **Wearability of Types Similar**

Similarly, it is difficult to decide whether to purchase foundry type or Monotype, cast by the font. It is impossible to gather data concerning the wearability of one as compared to the other. In a few types, such as angle-bodied scripts, foundry is the only answer if the printer wants such faces, but in the many types of standard design which are available in both Monotype and foundry, the printer himself must decide.

The tin, antimony, and copper content of the foundry type is a factor in wearability, of course, but the many plants operating Monotype equipment (such as Thompson and Giant Casters) particularly for advertising composition, do make type having a very high tin and antimony content.

The number of impressions obtainable from type is still a matter of conjecture. It depends upon such variables as the kind of stock, the pigment of the ink, the press equipment, and lastly upon a very human element—the skill of the pressman.

It may be conceded that foundry type will stand up better, but the printer must weigh against that generalization the difference in cost, the source of supply (a definite factor when type is needed in a hurry) and the method of operation.

Is it any wonder that there is no single answer to such a simple decision as the types that should be in the shop? With these thoughts out of the way, it is now possible to suggest the types which may be selected, bearing in mind, of course, the variables touched on in these last two articles. While we may reduce these complexities by so-called engineering practices, the chances are that printers are individual enough to forestall a very rapid change in standard practices. Next month, then, we'll try to get down to actual cases.

## **Your Slug-casting MACHINE PROBLEMS**

By Leroy Brewington

Mr. Brewington will answer questions on machine problems. Write him in care of *The Inland Printer*

### **Metal Accumulates on Mold**

**Q.**—What causes metal to accumulate on the back and front of the mold?

**A.**—The mold wipers not functioning properly constitute the most general cause of metal accumulation, although there are other contributing causes.

Two of the most important parts of the Linotype are the front and back mold wipers. There is a large or main back mold wiper which functions just inside the lower rim of the mold disk. There is also a flat, three-felt-layer wiper located under the back trimming knife. It cannot be seen until the mold disk is removed or a mold removed from its pocket so one may look through the opening as it swings over the wiper.

Both must be functioning properly all the time. The spring pressure on each is very important. The back mold wiper, no matter what style or manufacture, must be constantly up against the back of the mold. The adjustment of this should be checked not less than once every two months.

Generally, when a new felt is installed, a little kerosene applied to the surface of the felt with a small amount of micro-fine graphite thoroughly rubbed in will last until the felt is deeply worn. If the springs of the back mold wipers become weak, renew or stretch them a little.

Do not let metal squirts keep the back wipers from functioning by filling the springs or accumulating around the wipers. A new style Mergenthaler mold wiper (F-4603) is a worthwhile investment for any shop. Squirts can be prevented by not letting the mold collect metal by insufficient pressure from the wiper felts.

See that the back knife is snug against the back of the mold. This means that the knife should be set close enough to mold so that the slug is trimmed to .918-inch. Generally .918 or .918½ is acceptable in one-machine shops. A back mold-wiper cannot perform the heavy load of keeping the back of the mold clean if the back knife does not trim the slug as close to the mold as it should. Test this every two weeks at least.

The front of the mold also accumulates metal when the front wiper is not functioning. This wiper is also activated by spring tension. See that the felts are square or parallel with the face of the mold and

the wiper has enough spring pressure to make good contact. It is sometimes necessary to bend the arm of the wiper a trifle forward to get good contact. Keep the felts soft and free from rough or grainy foreign matter.

Other causes for metal accumulating on the front of the mold are worn locking studs, damaged mats or rounded lips of the mold, and a protruding liner. If metal is allowed to accumulate it will cause lines to be high and will also damage the mats. Badly worn spacebands or metal on the spacebands will cause metal particles to adhere to the mold. Be sure to clean and apply graphite regularly to prevent undue over-all wear and accumulation of metal at the casting point on the sleeve.

**Warning**—Never put oil on the front mold wiper. A little graphite worked in with the fingers is all that is necessary for correct operation.

### **High and Low Characters**

**Q.**—We are having considerable trouble with high and low characters on slugs. By this, we do not mean that letters are out of alignment, but that some characters will punch the paper, while others are low. The same thing occurs with two different sets of matrices. The slugs are solid. If you can give us a solution to our problem, you will greatly oblige us.

**A.**—We can not determine the cause of your trouble unless we examine the matrices of one word and the slug cast therefrom. See if the pot lever cushion spring is yielding too much when lockup for casting is made. If you find that the spring does yield more than  $\frac{1}{16}$  inch, or if the spring adjusting nut is loose, tighten it and make the spring stiffer, then cast a few test slugs.

### **Ludlow Table and Stick Locking**

**Q.**—After checking the adjustments for the table locking mechanism and stick locking, there still is a small burr or "fuzz" on the slug. What are other contributing causes for this?

**A.**—The blank slug block could be worn or damaged (showing nicks or scratches), the mold wiper arm not properly adjusted, or the equalizing bar improperly set. Make sure abrasives are not used in the maintenance of the mold. At all times, there should be a razor edge on the mold opening.

# THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## Is Arrangement of Press Equipment Pressman's Job?

- Most buildings of today were not designed specifically for printing industry
- Modernization of facilities by a printing architect is the ideal change
- However, the pressman can institute minor changes to increase efficiency

The goal in designing a printing plant, whether it be letterpress or offset, commercial or specialty printing, is the uninterrupted flow of work and materials through all phases of production.

This will require consideration of operational procedure, kinds of equipment, sizes of machines, materials and processes through which materials utilized must pass, effective illumination, and ventilation and air conditioning. The well-designed plant will have great production efficiency, produce work of high quality, and operate under reduced costs.

Most plants today were not designed and engineered according to the most modern information and techniques available in the field of plant layout. As volume of output increased, plants grew like Topsy, with the addition of similar machines or new types of equipment squeezed into existing facilities.

There is hardly a plant in the United States today that hasn't felt the impact of the expanded economy. Space is at a premium. Renting is expensive, and capital outlay required for new building is often taxing. Industry has, therefore, become deeply concerned with the problem of plant design and its effect on production.

Modernization of an existing plant carries with it many more problems than that of designing an entirely new plant. It is not uncommon for printing plants to be located in buildings which were not designed for the specific use of the printing industry. These were merely buildings for general industrial use, having only as a prerequisite a floor suitable for sustaining heavy machinery.

### Physical Handicaps Awkward

There may be some awkward physical handicaps such as supporting beams blocking traffic flow, delivery doors and areas at great distances from equipment, poorly located main power lines, lighting fixtures installed without regard to machinery and work area considerations, etc.

The ideal in a remodeling plan is to hire a firm of industrial designers and architects to draw up a long range plan. However, many small plant owners have not reached this stage of thinking, or may find the expense too high for their present economic circumstances.

There are not many industrial designers or architects who make a specialty of designing printing and publishing plants. Any new or modernization plan for the pressroom should be drawn up only after consultation with the pressroom staff. The men who do the work know best the requirements of their various operations, and can make concrete suggestions for improving production and protecting the health and safety of the personnel. There is no substitute for specific, day-to-day experience.

When management shows a receptive attitude towards suggestions for improving working conditions and efficiency, much is done to build staff morale. Recognition

of the individual is a keynote to good industrial plant relations today.

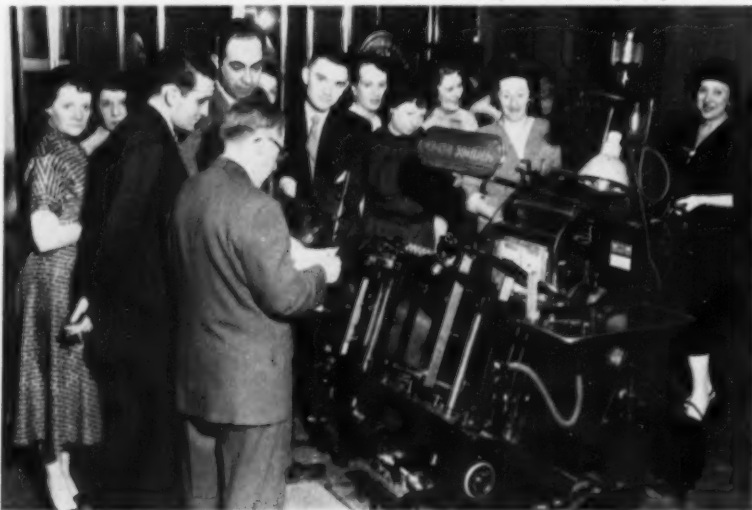
But what of the pressman who works in a plant needing modernization which is not forthcoming? The chances are that management fears a modernization program because of cost. It is not necessary to think of plant reorganization in terms of obsolescent machinery which must be "junked."

Something as simple and as inexpensive as moving a light fixture to provide better illumination for color mixing and matching, quality control checks, proof-reading, etc., may easily result in a product which more readily satisfies the customer and thus brings increased business. It may also result in reducing time consumed in performing some of these jobs.

### Pressman Can Improve Job

The job of the pressman is not merely to operate his presses, but to seek ways and means of increasing his production and the production of the machinery he operates. He must be constantly on the lookout for things that can be done to improve the physical working conditions of his area. He is basically a technician whose broad background enables him to analyze

The Club of Printing Women of New York watched a demonstration of an automatic platen press at Heidelberg Eastern, Inc., Glendale, Long Island, recently. They also witnessed the new cylinder press in operation; it was demonstrated by the staff members of the Original Heidelberg equipment school



his functions in the over-all production picture. His analysis of his surroundings and his work pattern should result in suggestions to bring about increased efficiency and lower costs.

In following a pressman through his normal routine of preparing the press and running the job, let us see what areas should be watched for ideas which might lead to improvement in efficiency, reduction in production costs, and higher morale.

#### Adjust Order of Operations

Most pressmen, when preparing the press to receive the form, check, oil, and put a new packing on first. If you were performing these tasks, ask yourself the following: Are the oil holes easily accessible? Are there any physical barriers in the way of reaching these oil holes? Are the oil cans stored within easy reach? Are wiping rags handy? Is the waste disposal can for oily rags near at hand? Are these cans of the safety variety? Are they safely located? Is the light adequate to prevent shadows over oiling areas? Are the packing sheets—supers and tympan—cut to size ahead of time? Are they stored in a convenient manner?

The next operation usually deals with putting the form to bed. How far is the stone from the press? Is a form dolly accessible when required? Are there sufficient tools so the press crew does not have to borrow them? Are racks provided for holding the tools?

In securing a position OK, check the distance between the lineup table and the pressroom. Be certain a pencil with a sharp point is readily available. Are the table lights adequate to see by?

#### Accessories Should Be Handy

Do you have a makeready table near the press? Is it rigidly constructed? Does it have the right kind of lighting? Are the patch-up tissues handy? Do you have different kinds of tissue? Is the makeready paste centrally located; are there individual tubes for each press?

When loading the press, how far do you have to go for the stock? Are there sufficient dollies available? Are jogging tables handy? What size are they? How well are they constructed?

When preparing the fountain, how far do you have to go for your ink supply? Is it kept within easy reach? Are the vehicles, driers, and compounds kept nearby? Do you have proper light for setting the fountain and checking the color?

During the running of the job, are there adequate ventilation, temperature, and humidity controls to insure proper drying and good register? Are there enough delivery dollies and skids? How much storage space is available for finished jobs? Where is it located? Where are drying racks stored, if they are used in your plant? Are they readily available? Where are they placed when in use? If you have a spray gun, does it interfere with other operations? How effective is

the kind you have? Is there an automatic static eliminator mounted on the press? How much value does it have? Is it the right type for plant conditions?

When washing up the press, do you have to travel far for presswash? Is the presswash stored in 5-, 10-, or 20-gallon drums? Are frequent or infrequent fill-ups necessary? Is there a pan under the large drum spout to catch drippings? Is the drum mounted properly? Are there safety cans for immediate usage fluid? Are wash-up rags kept separately or together with oily rags? In safety containers? What ventilation and lighting do you have near these gaseous chemicals?

These are only *some* of the high points in each operation to be considered when designing or modernizing a pressroom. A much more careful analysis of each operation will reveal many more controllable conditions which increase productivity.

#### Changes With Minimum Cost

A study of the questions listed above will indicate that in many instances only slight changes need to be made to modernize the work flow, and that such changes can be accomplished with a minimum of expense. When larger or more costly modernization procedures are necessary, it should be borne in mind that improvements will more than pay for themselves in time saved. Labor, management, and professional consultants working together as a team can do a much more effective over-all planning job.

## Special Roller Changing Is Much Easier Now at Western Through Work Simplification

Western Printing & Lithographing Co., which operates a large playing card coating machine in its Racine, Wis., plant, has found an easier way to change rollers.

The job of changing rollers is necessary whenever the coating is changed

George Zebell of Western Printing & Lithographing Co. demonstrates old method of changing



from wax to lacquer, and vice versa, and whenever the rollers become worn.

As a result of his work simplification training, George Zebell, who runs the machine, charted the steps in the operation as follows: (1) loosen and remove rollers by hoist and place on regular skid; (2) hoist each end of both old rollers by hand and remove bearings from one end and gears from the other; (3) hoist each end of both new rollers by hand and attach bearings on one end and gears on the other, and (4) place new rollers in machine, using hoist, and tighten.

This method of placing the rollers directly on skids sometimes resulted in damage to the roller material because of rough boards. The cost of recoating two rollers runs to about \$600.

Mr. Zebell designed a special skid with metal brackets for supporting the rollers. Using this skid, he now saves his back because no hand lifting of rollers is necessary. All the lifting is now done by hoist. He has found that the new arrangement has reduced the former 50-minute operation by 25 per cent, thus cutting machine downtime.

Here is his new procedure: (1) loosen and remove rollers by hoist and place on

special skid; (2) remove bearings from one end of old rollers and gears from the other; (3) attach bearings to one end of new rollers and gears to the other, and (4) place new rollers in machine using hoist and tighten.—LILLIAN STEMPEL

Special skid with metal brackets to support the rollers makes changing them easier and safer

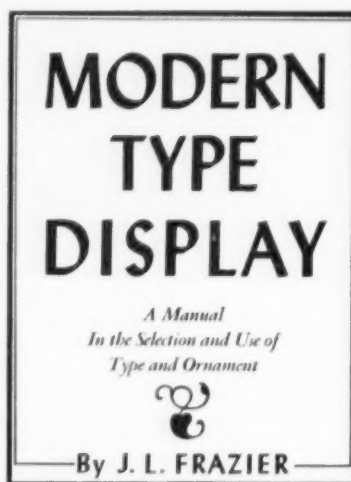


## XI. VARIETY AND PROPORTION

★ Proportion, as a principle of art and design, has many applications in typographical display. While the lack of it may not be so quickly recognized by one untrained and uneducated in esthetics as the absence of tone and shape harmony, the effect is equally unpleasant. The only difference is that one who is not trained in the principles of design can not so easily determine what is wrong, even though he may sense something amiss. The study of proportion, therefore, takes on added interest and importance, for it trains the eye to distinguish between good and bad relationships and thereby to avoid or correct the unpleasing effect that invariably results from disregarding it.

Before we can take up the study of its application to type display we must fix in our minds just what proportion is. Probably the clearest and simplest definition of the term itself, at least so far as its general application to type display work is concerned, is that "Proportion is the pleasing inequality of, or variation between, the parts of any object." In addition to that, proportion is the result, both in nature and in art, of the correct adjustment of rhythmic or graded measures.

A distinguished school of art instruction starts its pupils on the seemingly



larger one is than the other, determines whether or not they are agreeable in proportions.

While we can not say with certainty that the laws of musical harmony may be applied just as they are, or that they may be made to fit proportioning spaces, there appears to be a hint that in the adjustment of spaces, as in the adjustment of tones, there is harmony which without a doubt

the most pleasing proportions are. However, there is not such a great difference between the ratios of proportion advocated by these authorities as should trouble the typographer. Some capable writers on design give the ratio which results in the most attractive effect as three to five, while others aver that it is two to three. The difference between the two ratios is just one-fifteenth, a very small fraction indeed, three-fifths and two-thirds reduced to the smallest common denominator, which is nine-fifteenths and ten-fifteenths, respectively.

That the result from the use of either ratio of division is practically the same is shown by a comparison of Figure 100, divided on the ratio of three to five, and Figure 101, divided on the ratio of two to three. What is of greater importance, however, is to recognize that Figures 100 and 101 represent more agreeable divisions than Figures 98 and 99. These exhibits also demonstrate that, however moot the question of the correct ratio may be, the most pleasing division is to be found in the vicinity of two to three and three to five.

The question of proportion is not thoroughly considered without reference to the Golden Oblong, the proportions de-



Figure 98

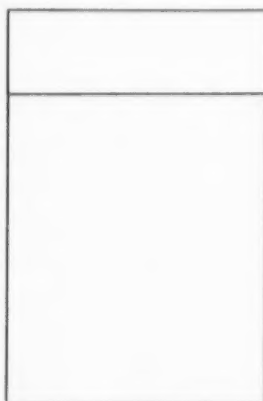


Figure 99

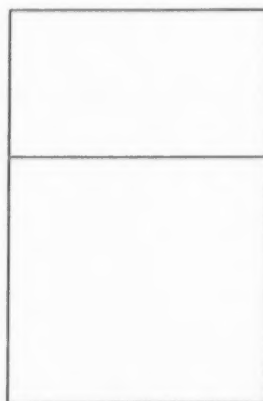


Figure 100

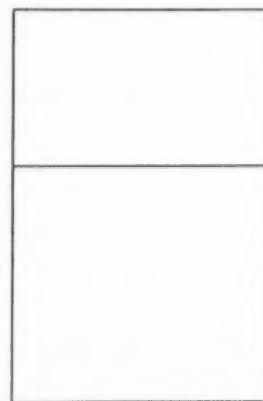


Figure 101

simple exercise of dividing a square or rectangle by a straight line. This exercise seems so simple one is tempted to inquire, What art can there be in placing a straight line? What difference does it make whether that line is placed high, low, or exactly across the middle of the panel?

But there is a difference. Dividing the space of the rectangle in two parts makes the relation of those two parts—that is, the comparison of their size—either pleasing or displeasing. Just as the difference between notes in music, measured by the amount that one is higher than the other, decides harmony or discord, so the difference in size between two divisions of a rectangle, measured by how much

rests upon established although not as yet fully discovered laws.

We do know, however, that a line dividing a rectangle into two equal parts does not provide such a pleasing relationship as one dividing it into unequal parts. Figure 98 shows a rectangle divided into two equal parts, and one can instantly see that it is monotonous and uninteresting. That the difference may be too great as well as too little, however, is evidenced by Figure 99, in which one space is three or four times as large as the other.

Just what, specifically, is the most agreeable division is not altogether certain. Extensive experiments along this line show that authorities differ as to what

termed by the early Greek philosophers as providing the most agreeable oblong shape. This Golden Oblong is doubtless the basis for the division of space on the ratio of three to five. The Greek rule on the proportion of a rectangle was that the short side should be exactly three-fifths the length of the long one. A page five inches wide to be of the proportions of the Golden Oblong must accordingly be eight and one-third inches deep.

Early Greeks, we believe, also established the rule of proportion that the small part should be to the large part as the large part is to the whole. On this basis the rectangle of the Golden Oblong and the ratio of three to five in dividing



spaces agree; no ratio in figures without fractions more nearly conforms to the principle of the Golden Oblong.

A page of the proportions of the Golden Oblong (Figure 102) and another (Figure 103) having dimensions in the ratio of two to three are shown. While it will be noted that the first is longer in proportion to its width than the second, both will be seen to be quite agreeable to the eye, much more so than the square Figure 104, monotonous equality again, or Figure 105, which presents a much greater difference between length and



Figure 102



Figure 103

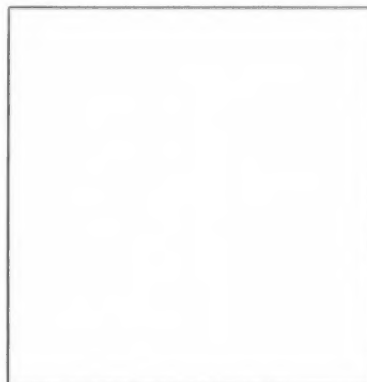


Figure 104

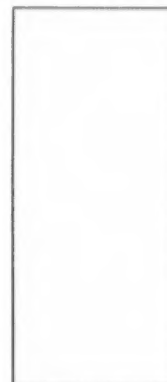


Figure 105

breadth than either of the good proportions, and which is very similar in proportion to the division of space indicated in Figure 99.

When it comes to the application of the Golden Oblong to a book page, the typographer is confronted with the problem of whether to make the form of type or the paper page of those proportions. He is dealing with two rectangles, one or the other of which, but not both, may be shaped like the Golden Oblong. To establish both the type and paper page on the proportions of the Golden Oblong is to run straight into real trouble, i.e., improperly proportioned margins, because the depth, which is greater on the type page than the width, has increased in the enlargement (the paper page) in greater proportion, so that the space available for margins is excessive at top and bottom.

tween the type page and paper page. In such a compromise neither page nor text has the measure of the Golden Oblong, although in it the standard of the Golden Oblong is apparently maintained. While its text is narrower and its page wider than standard, the page looks right, and that is what we are concerned about.

While it seems apparent that no rule of mathematics which all will subscribe to can be laid down for shapes of pages, it will be plainly seen that none of the different ideas are far apart and that they are agreeable as they approximate the Golden Oblong.

We have digressed somewhat from the orderly continuity of our discussion in order to get at the grass roots, so to speak. Returning again to the division of a rectangle into spaces, let us suppose that instead of simply dividing the rectangle, we

are setting a cover page on which a single line appears. In doing so we get right down to the practical application of the principle. Would we place such a single line in the center as indicated in Figure 106? Certainly not. The line so placed not only provides a monotonous and uninteresting division but it actually appears to be below the center, which effect is due to an optical illusion. While this optical illusion pertains more particularly to balance, a principle closely allied to proportion in many instances, brief consideration of it will not be out of place here.

The eye seems unable to see halves as equal when they appear in the vertical. The upper half always looks the larger. Since design is judged by the eye, we must understand all the foibles of that peculiarly imperfect organ if our type display is to be altogether pleasing. Even the Golden Oblong seems to be longer when the greater dimension is vertical than when it is horizontal. This, doubtless, has something to do with the fact that we have two eyes in line horizontally with which to do our measuring, whereas we have but one in line vertically.

Perhaps, because of long experience in reading from left to right, the eyes make the trip from side to side more easily than from top to bottom, and that a muscular effort makes the vertical line appear longer. Just why the optical illusion occurs we do not know—in fact, we need not know. We simply have to recognize the very obvious fact that it exists and allow for it.

Referring again to the single line placed on the page which we have determined should not be in the exact center: Would we place it close to the top as in Figure 107? Again, no. The variation in the size of the spaces above and below the line is too great. That the proportion of three to five holds good as a general rule, and is therefore a good basis to build our work upon, is proved by Figure 108, where the line divides the page into two pleasingly related and well-balanced sections. In this particular respect proportion is closely related to balance.

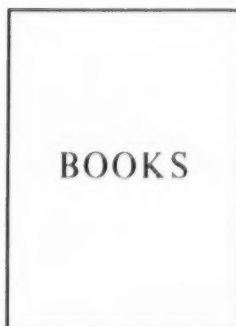


Figure 106

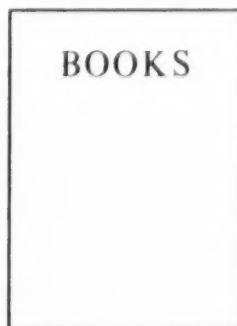


Figure 107

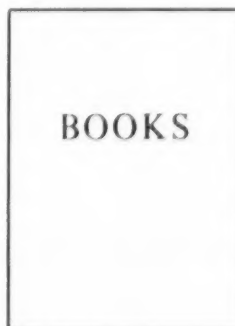


Figure 108

## LESSON OF MONTH FOR COMPOSITORS

# SPECIMEN REVIEW

By J. L. FRAZIER

It's Now...

**64 CHURCH STREET**  
for **Nichols & Eldridge, Inc.**

Next street south from Centre (ONE WAY  
from MAIN Street if you are driving) and  
just a stone's throw from our old location



IN  
OUR  
NEW  
SHOP

We offer you the same  
fine quality of printing  
that has characterized this  
firm for more than 40 years;  
the same fast service, the same  
efficient trained personnel.

EVEN THE TELEPHONE NUMBER IS THE SAME.  
YOU STILL CALL BROCKTON 3895

Nothing changed but the Address

**Nichols & Eldridge, Inc.**

64 CHURCH STREET • BROCKTON, MASS.

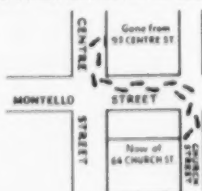


There are cases, especially in small-space newspaper ads, where tight lines are the lesser of two evils and may be excused. Advertiser has a lot to say with comparatively little to pay, or must forego advertising. If an ad is tight throughout, the always uncomfortable feeling of crowding is not so oppressive as when some parts are tight and others wide-spaced, as in the folder above. Spacing is a relative, comparative matter. Below, respacing of form by slitting lines apart and relocating them isn't stark plain at first glance—because of great reduction from original copies—but the changes will be plain to all contemplating them closely. Big one is in reduction of space between lines below the illustration to allow for farther apart spacing of over-tight lines at top and bottom

It's Now...

**64 CHURCH STREET**  
for **Nichols & Eldridge, Inc.**

Next street south from Centre (ONE WAY  
from MAIN Street if you are driving) and  
just a stone's throw from our old location



IN  
OUR  
NEW  
SHOP

We offer you the same  
fine quality of printing  
that has characterized this  
firm for more than 40 years;  
the same fast service, the same  
efficient trained personnel.

EVEN THE TELEPHONE NUMBER IS THE SAME.  
YOU STILL CALL BROCKTON 3895

Nothing changed but the Address

**Nichols & Eldridge, Inc.**

64 CHURCH STREET • BROCKTON, MASS.



### Much to Be Made of Name

W. T. PECK & COMPANY, Philadelphia.—The collection of items of your advertising impresses us most favorably, less for its graphic excellence than for its fresh, interest-compelling individual character in both slant and physical presentation. There is a certain slap-dash quality about the original layouts, especially evident on the series of the 4½-by 6-inch French-style folders. It is not "beautiful" or "powerful"—the latter contemplating sizes of types and colors—but neither is it at all "sloppy." The effect is one of restraint in those respects . . . of informality. The touch of humor permitted by your name is bound to excite and stimulate interest in reading the items. Display on the front pages of three of the items is, respectively, "For Daws to Peck at," "A PECK-uniary Consideration," and "How to Save a Peck of Trouble." Appealing copy about your product and service on inner spreads is, of course, related. One might think the comparisons a bit far-fetched or sometimes not completely logical, but the titles provide an interesting, appealing slant for the text of the spreads. Inspiration for the first, for example, is a sentence by Shakespeare's Othel-

our hearts are in our work, and our work is always out in the open, subject to the critiques of all who read." A second paragraph follows through with "This is as it should be. In the belief that Peck Printing can stand up to it, we welcome the pecks of all honest men at any time. *A gentle warning, though . . . in this print-shop flaw hunting is a poor game.*" Art, where employed, is sketchy, but excellent. Back to restraint! You are another to defy tradition of habitual use of black ink. This not only makes work mildly more colorful, but functions in the restraint we've mentioned. As alternates, even for small type, deep greens and blues, and normal browns are fine; gray isn't so satisfactory, at least for eyes which are old and/or tired. Your 6-page, 3½-by 8½-inch house organ *Graphic Artery* (the "ery" in the second color), is fresh and interesting as produced on a good weight of colored cover paper. Colors, unfortunately, are sometimes so weak that the masthead does not stand out as it should.

### Lack of Contrast in Display

PIERRE DESMARIS, Montreal, Canada.—The 9-by 12-inch folder on heavy weight cover paper of mottled light tones of red-orange will make a good impression when received, with proofs enclosed, by customers. We're especially interested in the fact that all copy with the exception of your name and address in the signature group at bottom appears in both French and English. Top display in large extra-bold sans serif, the words "Epreuves" and "Proofs," appears in the same type, one line following the other flush left. To provide distinction, while adding color, the English word is in brown.

lo, "I will wear my heart upon my sleeve for daws to peck at." Text reads, "Here at Peck's printing plant, we wear our hearts on our sleeves, too. In effect it's the same; for



Dramatic folder from Swedish school. Type over green band is red, rest black on white



Front of 7½-by 7½-inch folder by which progressive Wetmore & Company, Houston, heralds fine printing show. See spread at right

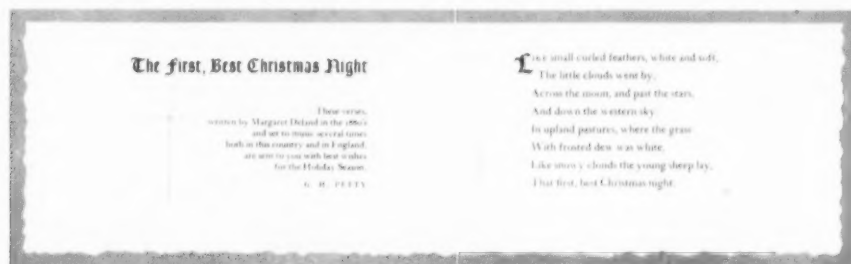
Items submitted for review must  
be sent flat, not rolled or folded.  
Replies cannot be made by mail

used also for a big "bullet" separating the two groups of secondary display which read (in the English) "Please read, correct, and sign if approved." Name and copy, "Printer, Engraver, Lithographer," in French on left and English on right of round trade device below name, are lettered as on your quite effective letterhead and appear at left of form directly above address, widest line of form. Outline along right of three elements is a bit awkward, what with the final line in much smaller type than top display being longest and because there is little difference in where these groups end on right. For best

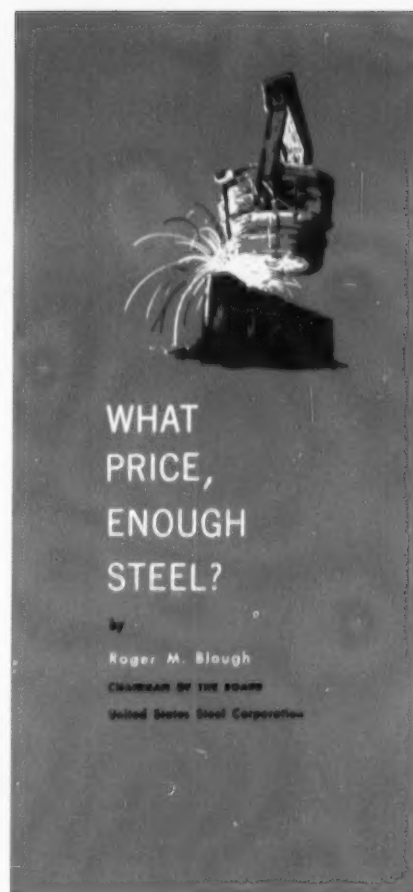
punch. You enclosed some very good and interesting samples of completed work in the folder sent us, most interesting being your own highly striking letterhead effectively featured by a two tone halftone of your building entrance bleeding off for a space at left side and top, and, what helps make it, vignetted around bottom and right. In getting this delightful effect, unfortunately too seldom seen these days, your offset facilities score. The type group on right could be greatly improved. Name line in a highlighted sans serif fills up and second copy in condensed sans serif is unfortunately letterspaced. With the type group crowding the picture, design as whole is overbalanced on left; both picture and type would score more effectively if not so close together.

### Display Is Tailored to Fit

DAVID DICKSON, Washington, D.C.—We rate the work you submit very, very high, particularly in so far as design and layout (your function as the art director of Army Times Publishing Co.) are concerned. Characterful display types in vogue are evident; lively nonsymmetric arrangement prevails,



Spread of chaste 5 1/2 by 3 1/4-inch booklet by typographer G. H. Petty, Indianapolis, for his 1955 Christmas greeting. Border in reproduction represents extension cover of a green-gray hue in which crosses and stars are printed



Striking—although structurally a most simple—cover, demonstrating merits of reverse color treatment and, on original, of an uncommon hue, which is a cool brown, quite possibly best described as a deep mauve

effect there should be (1) a decided difference or (2) ends of such lines or groups should be flush. Setting the address line in shorter measure or enlarging the two top lines would, just to give our readers the idea, result in much improvement. Of course, only a detail of refinement is involved; the form functions quite well as is. A further suggestion is to use a bright green as second color on red-hued paper. That would add

and belief in the value of color is manifest. There is plus value in the fact that more often than otherwise you employ colors not commonly seen—salmon and a rather strong green-olive, to mention two—which, in contrast with what one sees over and over again, here, there, and everywhere, are bound to command interest and increase the power to attract. Display is never lost in a jungle of crowded composition. Where it is compara-

tively small, there is invariably a wide area of open space around and about. Where there is much composition, with paper area used to approximate limit, display lines are quite big enough to stand out with authority. Despite excellence, there are no items involving particular invention to describe, but we are holding out several for possible reproduction later when (and if) size, proportions, and colors adapt them to our pages and

Open  
to the  
Public

DATE: September 11 to 18 inclusive  
TIME: Tuesday-Thursday, 10:00 a.m.-5:00 p.m.  
and Friday, 10:00 a.m.-4:00 p.m.  
PLACE: Houston Museum of Fine Arts  
1001 North Street

**Wetmore & Company** BRINGS TO HOUSTON FOR THE FIRST TIME

Illustrious graphic art creations of the United States and Canada—judged best of 1955 by typographic design and reproduction.

Sponsored annually by the American Institute of Graphic Arts in New York, the exhibit displays the imagination, technique and creative mastery which combine many skills into a single purpose—STILL LIFE.

In this purpose lies the dynamic force that represents most of the vital art and design expression of today.

All creations included in the Printing for Commerce section were selected by Milford Cantowine, Museum of Modern Art; G. Don Stuart, McCann Erickson, Inc.; Charles Tobin, Life Magazine; Allen P. Hoffman, Look Magazine; Jerome Snyder, Space Blanket; Herb Lubalin, Seltzer & Henderson, Inc.; Nelson Freeman, Lemmon-Sewell, Inc.

Only Advertisements of the Year were chosen by Vincent Di Girolamo, Art Director; Edward Rosack, Irving-Servan Advertising, Inc.; Paul Rand, Designer; Herbert Matter, Designer and Photographer.

Whatever may be the pen and tone of these shows, the material selected demonstrates that good design always reflects the objectives of the completed effort, as well as the integrity and purpose of the designer. The efficacy of this effort is apparent only when the factors of production are intelligently and intelligently applied to make the result a coordinated exhibit of the efforts of designer, printer, typographer, binder and paper maker, rather than merely a display of the designer's skill.

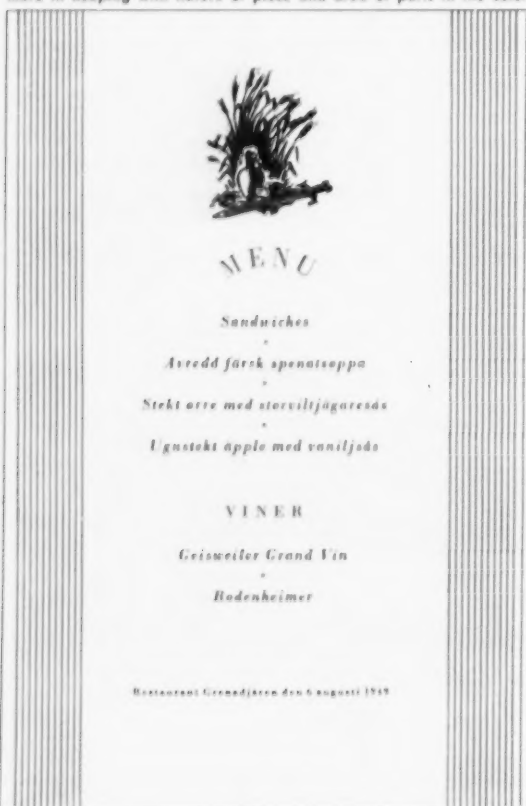
*the Design & Printing for Commerce Show*

Including the 50 Best Advertisements of the Year Show

Spread is five inches wider than two pages, there being short fold from right, on top of which the objects of show are printed in black from reverse-color plate. Color on white paper of original is a cool yellow (light olive) to make trumpets realistic. Left some may not recognize it, the type used for display is Caslon Old Style



A further showing from big assortment of specimens (two reproduced in December issue) sent by Ake Jansson, supervisor and instructor in typography at Dagens Nyheter Laringskola, trade school operated by two leading Stockholm newspapers. We have characterized Swedish printing as "sweet" but never "sweet and low." Front (above) and third page of folder bear out the characterization, particularly if the obvious is recognized, that beauty of itself attracts. Original is printed in a dull green and black on ivory-toned paper of quality appeal. Readers should recognize the red in our reproductions is rather unfair and visualize the pages in original size with a hue more in keeping with nature of piece and area of parts in the color



make adequate representation possible. We would be delighted to see more of your work.

### Booklet Also Calendar

OTTAWA CLUB OF PRINTING HOUSE CRAFTSMEN, Ottawa, Canada.—Your idea of combining an issue of your bulletin and a calendar for the club year starting with September is an excellent one, worthy of consideration by many readers. The backbone of the idea is the cover sheet of 18 by 9 inches folded twice to the publication's 6- by 9-inch size. The front bears a half-tone illustration of the officers printed the long way of the sheet. The booklet is stitched at the fold (the first from left) above the top of the picture. Turning the cover back (left), one comes to the text pages, after which the double back cover appears, practically blank on the side then showing.

because the budget is the determining factor. However, if that is the reason for just an ordinary job, there is only one thing to do—boost the budget. If there is any group for which fine—if not the finest—printing is essential, it is the Craftsmen.

### Idea for Announcement

RELIANCE STEREO SERVICE, Sydney, Australia.—Because readers are continually writing in for ideas to announce change of address or telephone number, we're delighted to have yours to pass along. We agree with you that it is striking and unusual, and are not surprised it created loads of interest when received by customers and prospects; also that copies were kept around by some customers long after the job was done. On a 4½- by 6-inch sheet of stereotype mat paper, the type form was pressed just as if the mat

PLEASE accept my many thanks for the time, expense and effort in telephoning me the copy would not fit the space allowed. The changes you made worked out excellently and we were able to meet the deadline which was of vital importance. I never realized the care you people put into checking copy before it gets into type. It's a comforting thought to know about it."

truly a distinctive typesetting service

CECIL H. WRIGHTSON, Inc.  
74 India Street  
Boston 10, Mass.  
HAncock 6-1150

"We are delivering this 4-page booklet this A.M. thanks to your fine cooperation. It's been a rough schedule for all of us."

"I never fully realized just how comprehensive your service is. You have taken a perfectly ordinary job and really given it a professional touch. Needless to say we are delighted and it pleased our customer immensely."

truly a distinctive typesetting service

CECIL H. WRIGHTSON, Inc.  
74 India Street, Boston 10, Mass.  
HAncock 6-1150

Fresh layout ideas, adaptable even to other items of printing, are replete in promotion cards, seemingly mailed weekly, by progressive typographic house of Wrightson, Boston. Color on government-size cards shown above, designed by Frank Lightbown, is yellow—especially suitable for one at left—and deep green, the latter in keeping with a trend, used where black ordinarily would be

Turn this back (right), and the oblong calendar pad is disclosed stitched to the inside cover sheet at the second fold. To make a calendar out of the bulletin, the single-leaf front cover is turned to the right; the edge meets the second fold (top of calendar) so that a 9- by 12-inch calendar for wall hanging is disclosed, with a picture of the officers at the top and the calendar on the bottom half. For hanging, a round hole is punched through the booklet. We regret that the calendar leaves are of the stock variety done in some specialist's house; this particular style using Cheltenham Bold Wide has been on the market possibly 40 years. Why these firms which supply calendar pads, or electros for printing them, do not change from time to time as type faces are improved is more than we can understand. Typography of the bulletin itself is only average, possibly

were to be used for plating. A zinc plate, mortised to size, was used instead of the usual bearers around the type to avoid the effect of the bearer joints at the four corners. The impression amounts to a relatively wide bleed border. Except for the zinc plate being used in lieu of bearers, we have seen ads of one sort or another on mat material, messages as readable as stamping would permit. In this piece, you have gone farther and have done something we do not recall ever having seen. On the finished job, the wide solid border is yellow and the form (type and cut of a telephone) inside is in red and blue. We first thought you had inked the form for each piece and then plated. Then we learned from your letter you did it differently, making a number of stereotypes from a key matrix; these were inked by hand in the three colors with masks used to



The Zodiac Sign  
of Scorpio



The Month of  
SEPTEMBER

							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							

THE SINGLE QUALITY that most printed messages lack is IMPACT—a visual force that commands attention. Whether the key is big and bold or suave and subtle, whether the message is keyed to sales unlimited or to institutional information—there's a rightness of color, type, paper, and design that we make our business. We believe our work can be helpful to you.

Herbert W. Simpson, Inc.  
DESIGNERS OF DISTINCTIVE PRINTING  
300 SYCAMORE STREET, EVANSVILLE 6, INDIANA  
Telephone MA 5-2222

Characterfully turned out signs of the Zodiac have been often featured on blotters with calendars, but seldom as strikingly as on monthly mailing cards of Herbert Simpson, Evansville, Indiana. Original of one reproduced above is printed in black and a salmon hue on white

isolate the colors. You say the idea might be helpful to some of our stereo-typer readers, but why not printers, especially those who are also newspaper publishers and have stereotype and mat-moulding equipment, as most do?

### Letterhead "Rings the Bell"

THE MILLER PRESS of Jacksonville, Florida.—We are not surprised your letterhead won top honor at this year's Florida Graphic Arts Conference. The arrangement, including informal spot-

ting of five 2-pica squares of red, yellow, blue, black and a gray-violet one obtained from overprinting to represent color printing, is fresh and interesting; the elements are effectively balanced in an informal yet orderly way. The design is so decidedly original, we are soon going to see what we can do toward reproducing it well enough in our black and one color so that all readers may benefit. Other stationery items featured the same five squares in the interesting, "moving," irregular line, amounting to broad symbolism. The inner pages of your 12- by 9-inch brochure of 20 pages and cover—issued to acquaint customers and prospects with your organization, facilities and way of operating—are excellent in every respect. Halftone illustrations, usually replete in view books, dominate. Many are bled off the pages on one side or several—one of the sound so-called modern devices—thus increasing the potential of interesting, effective grouping on the complete page; this device permits larger pictures than if regular margins were maintained. Your art department did so well in placing them that it looks easy. Another point: There is ample and effectively distributed white space, even with the large plates. Offset presswork on the heavy coated stock which has the "feel" of having been delicately "roughed" or "pebbled" after printing is excellent, particularly on the final pages where full-color pictures of Florida scenes appear. As an entity, the front cover design stimulates interest, but the heavy horizontal rule in black above the title and the very large panel of orange and black sections above the rule dominate too much; in this especially, we see no significance. In our opinion, the extra-condensed and otherwise unpleasing Spire caps used for your name strike a discordant note, and do not conform with the oblong page for essential shape harmony and do not harmonize in any respect with the rather characterful monotone script used for the line "Jacksonville." Type and lettering of the two lines, only copy on the page, are comparatively too weak. Type's the thing. In spite of all we have said against the brochure's cover, we rate you as high-grade printers.

**FRANKLIN  
GOTHIC FAMILY!**

"Not that type face again?" Ever get that feeling? Why not make greater use of our variety of text types and space them with our varied display faces? They will give sparkle and freshness to printing and advertising.

FRANKLIN Extra Condensed . . . No. 507  
FRANKLIN Condensed . . . No. 707  
FRANKLIN Gothic No. 107  
FRANKLIN Wide 701  
FRANKLIN Gothic . . . Italic

FOR THE BEST IN TYPOGRAPHY *Dahl & Curry* TYPEGRAPHERS • ELECTROTYPERS  
204 FIFTH AVENUE SOUTH • PHONE FEDERAL 7-1491 • MINNEAPOLIS 15, MINN.


We say "Amen" to view expressed in text of this well-set blotter. Who decrees that a type "dated" over a century ago is all of a sudden smart and—ye gods!—modern, also better than, say, Futura? We repeat ourselves: Fine types of any date are usable this date; the bad ones should be forgotten

**Criticism  
IN AMERICA**

John Paul Pritchard

From our own observation, no school press has forged farther forward during the past decade than that of the University of Oklahoma—in numbers and quality of books. Theodor Jung succeeded the late Will Ransom as designer about three years ago and seems to be making quite a "go of it," as witness the crisp and powerful book jackets reproduced above and below these lines. In the top design, Jung demonstrates that there is no really fine type of any vintage but which will justify use—in the right place, of course—long after some enjoying great temporary vogue are forgotten. The type is Caslon Old Style. Color on original is deep carmine. Original of second—complete book selected for AIGA 1955 "50 best" show—is in three colors—deep bronzy green (hide); soft yellow (type) and red-orange

THE  
**Nez Percés**  
TRIBESMEN OF THE  
COLUMBIA PLATEAU



FRANCIS HAINES

# LETTERHEADS

## MANDO EMPLOYEES CLUB

DEDICATED TO THE INTEREST AND WELFARE OF MANDO EMPLOYEES  
INTERNATIONAL FALLS DIVISION



the design-line company jewelry in ceramic



Casting Company

East 4218 Boone Ave.  
P. O. Box 1731, Spokane 10, Washington  
Telephone KEystone 9454

SANMAUR

AIR SERVICE LIMITED

DÉLAI 8407 504 EST, RUE STE-CATHERINE, MONTREAL  
BASE: SANMAUR, QUE. TELEPHONE 1-6



DAGENS NYHETERN LARLINGSKOLA

\*  
\* Johnsgatan 38  
\* (Tegelbackenst.)  
\* Stockholm C  
\* Telefon 3091 56  
\* Postfach 130  
\*  
\*  
\*

## HUXLEY HOUSE



Typographers and Designers 216 East 45th Street, New York, N.Y.

Original of top letterhead, by Border Publishing Company, International Falls, Minnesota, is highly pleasing in two greens on white. Second, by Fred Arnold Printing Company, Lincoln, Nebraska, is here damaged by reduction. Comparatively quite-small type does well enough on original, on which green is color. Pierre DesMorais, Montreal, did the exciting Sanmaur design, also in black and green. Heading of Precision Casting Company is highly creditable to Lawton Printing Company, Spokane, for effect symbolizing product. On original, micrometer is a fine outlined half-tone, for which, to permit satisfactory reproduction, we have substituted a line illustration. Color is olive. Design of interesting heading of Stockholm school is shown proportionately large because, reduced from width of sheet, type would be too small here. It, too, was printed in black and green. Heading of highly-regarded New York typographic house, which is reproduced directly above, is in black only, but we consider it stands up well

## Each Letter of Name a Color Block

JOSEPH B. SEMRAD, Chicago.—Would that we could reproduce at all adequately the matched stationery forms of Unique Printers and Lithographers! We'll simply have to describe as best we can the key feature on all forms except the card. The handling of the word "Unique" in all-lower case of "colorful" extra-bold sans serif—enough bigger than other type, even "Printers and Lithographers," to impress itself indelibly on the minds of all—combined nicely with three colors to make the complete effect really colorful. The picture of the iron frame of a brayer appears at the top of the sheet, near the left side; part of the handle bleeds off at the top. This is printed in a light, soft blue, one of the three colors used—not, of course, counting black (which is not a color) used for small type. Where the roller itself would be, there are six half-inch squares in pink, pale blue, and light yellow in that order and repeated. A single letter of "Unique" is printed in black on the center of each color block. Our only regret while viewing the several items is that you employed extended sans serif type for the rest rather than the normal width of one of the later and decidedly more pleasing forms such as Futura. We'll be disappointed if we do not shortly find another reader making use of this idea of handling the name of his firm.

## Book Jackets Designed to Sell

THEODOR JUNG, University of Oklahoma Press, Norman.—We contemplate shortly making a group display of reproductions of some of the book jackets you recently so kindly submitted. We wouldn't attempt to find something to criticize adversely in work so excellent. What we might say of two or three would be dictated by personal taste—whim!—which we own having in some measure, but that's no sound, even tenable, basis for constructive criticism. One's favorite color is blue, another's red, and as both hues must be regarded equal, one can not condemn another for preferring the one which appeals most to him. One prefers a particular design plan, another something else—and so it goes. To let you know where we stand with respect to different treatments represented, and incidentally, in order that other readers may get an idea or two, we'll name the jackets we consider best. These are for the books "The Nez Perce," "The American Cowboy," "Criticism in America," "The Navajos," and "Early Days Among the Cheyenne & Arapahoe Indians." We recall the book first named and another not named above were included among the fifty best books of the year for 1955. All designs are interesting and so treated as properly to lend atmosphere in keeping with the subjects. Considering their objective is to sell as well as protect, lettering or type employed is proportionately quite big, and, for the same reason, color is quite lavishly employed. A number of the jackets—most, in fact—evidence appreciation of the principle of contrast and of our axiom "Make it big and keep it simple." The jacket design for the second book selected for the "Fifty Books" exhibit, namely, "Ball Bearing Maintenance," is a power house in consequence of the extreme bigness of all elements—justi-

fied by the nature of the subject, machinery. It could be read across a store room. Title across top is of two units, the line "Ball Bearing" in condensed rather light sans serif caps one and a half inches high, this more or less flush right, and "Maintenance" in half-inch extra bold script lower-case showing white in black reverse color band, this flush left. Design is completed with narrow outlined halftone of a ball bearing case over six inches high at extreme right and name of author at left of this and near bottom. While we do not endorse the lack of balance—overweight on right—we do appreciate a sense of motion results, a factor in commanding attention. Getting back to the matter of personal likes and dislikes, yellow, of all hues, is the one most misused in printing. Accordingly, we have come to rather dislike it. However, the hue is just about top choice as the second color on this jacket, all because it is purely and simply background, without any type, decoration, or illustration printed in it. Incidentally, yellow on black is highly visible, a favorite on auto plates.

### Novel Use of Blotter Stock

TOLEDO PRINTING COMPANY of Toledo, Ohio.—We are sure your unique house magazine "ExPRESSIONs"—with the letters here capitalized also in caps in the masthead but a great deal larger—has been reviewed in the past. However, THE INLAND PRINTER is constantly adding new readers and the feature of "ExPRESSIONs" is so unusual, interesting, and effective, no one should be kept in the dark about it. Of standard blotter size, the cover is blotting stock put on with the coated side out, the unprinted absorbent side in. After the four inside pages—light, interesting reading, by the way—are read, the cover is presumably torn apart at the fold to become two blotters, the one which was at front on the booklet bearing a calendar of the month, balancing masthead at top, this in reverse in halftone extending over to back cover, the whole being an illustration of a view over the business section of your city. This halftone is printed in a light bronze green, a little too delicate, we think, for the reverse color masthead. Of course, it is readable, but its punch is not as solid as we like. Calendar block on front and type within the open panel of the back cover are in black. This brings up a point impelling us to make a double-barreled suggestion. Six type styles are sampled within the back open panel, but in sizes which we consider too small to show them adequately and effectively. We found your name, address, and related information in a small panel at top of page two, and in the act got the impression you were not promoting your business as much as you should. This open panel on back cover is large enough for a house ad citing reasons for doing business with you, at least for framing your name and product in big enough type that would not be overlooked. As mentioned, content is to be characterized as light, altogether proper in a publication of the kind and size. The paneled feature "Gag of the Month" is bound to get readers' attention, but, to make sure the head will be caught at once, we suggest setting the words in the regular horizontal way rather than top to bottom.

## TIME, NOW, TO REBUILD OR REPAIR

New Telephone Numbers Galore...HERE'S OURS...

# JUniper 4-6267

...a Good Number to Call for GOOD PRINTING

ACME PRINTING COMPANY

510 South Brook Street

Louisville 2, Ky.

HERE'S OUR NEW TELEPHONE NUMBER

# JUniper 4-6267

...a Good Number to Call for GOOD PRINTING

ACME PRINTING COMPANY • 510 SOUTH BROOK STREET • LOUISVILLE 2, KY.

There are times when illustration is not feasible, even though the reason—or excuse—is expense. When there is but one point to put across and reason dictates it should dominate, as in first blotter above, a good job may be done with type alone. In that case, why not introduce as much "picture quality" as type may provide, particularly as there is no type in favored use today—in contrast with some past times—so picturesque as to handicap doing the job? Types like that of the big line lack "picture value" because of their stiff, crude form and lack interest, as type may inspire it, because they are seen on all sides. Look at second setup, and all should be clear.



## Century Schoolbook...

In response to popular demand, we have installed 8, 9, 10, 11 and 12 point Century Schoolbook with *Italic* and SMALL CAPS. This face is undoubtedly one of the most readable faces ever cut in this country and deserves its popularity. We handset Century Schoolbook, which means you must electotype it or use our perfect, DRY reproduction proofs—the best in the city, bar none.

Also Available in *Italic*  
8, 9, 10, 11 and 12 point

AND SMALL CAPS  
8, 9, 10, 11 and 12 point

### BUFFALO TYPE SERVICE CORP.

THE COMPOSING ROOM OF THE NIAGARA FRONTIER  
37 FRANKLIN ST. MA. 2890 BUFFALO 2, N. Y.



## Century Schoolbook

In response to popular demand, we have installed 8, 9, 10, 11 and 12 point Century Schoolbook with *Italic* and SMALL CAPS. This face is undoubtedly one of the most readable faces ever cut in this country and deserves its popularity. We handset Century Schoolbook, which means you must electotype it or use our perfect, DRY reproduction proofs—the best in the city, bar none.

Also Available in *Italic* / 8, 9, 10, 11 and 12 point - and SMALL CAPS / 8, 9, 10, 11 and 12 point

### BUFFALO TYPE SERVICE CORP.

The Composing Room of the Niagara Frontier  
37 FRANKLIN STREET • BUFFALO 2, N. Y. MA. 2890

Major objection to original Century blotter (top) is that while promoting one type another dominates. If anything printed makes use of only one type desirable, this is it. Because space is ample and body group is of unpleasing outline, both headline and text are desirably larger in reset. Our comp. could have effected more improvement by making name line longer with bigger type or spelling out "Corp.," but followed copy even to errors.



# THE PROOFROOM

By John Evans

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

## Don't Lose Your Tow

Q.—In a manuscript containing much vernacular dialogue, I encountered this: "What's wrong with ol' Sam here lately; he's a-mopin' around like he lost his tow."

I queried this to the author, suggesting "lost his tow." As I understand it, a "tow" is a special kind of marble, a "shooter," used by boys. It seems to me a grown man would be more likely to lose a "tow," such as a trailer or something he was towing behind his car. The author left it "tow." Does that make sense to you?

A.—"Lost his tow" would be understandable to anyone who had been around "Injun country," although no reference to it appears in the modern dictionaries on our shelf. The word *taw*, possibly a contraction of an Algonquian or Iroquoian word, refers to a sort of amulet or talisman always carried on the person by certain American Indians. This sometimes took the form of a small leather (buckskin or rawhide) pouch, securely tied, containing one or more articles of great occult significance to the individual. An Indian who had "lost his tow" would be without protection against evil spirits, tribal enemies, mothers-in-law, predatory palefaces, and other malevolent forces.

## Re Cataloguization

Q.—Could you settle a dispute on the modernized spelling of the word *catalog*? Would the past tense be *cataloged*, *catalo-ged*, or *catalogued*?

A.—Will try. Dictionaries and style manuals seem to be about equally divided today in their preference for *catalogue* or *catalog*. If you prefer the short form, ending in *g*, the *g* never is doubled; simply add the suffix: *cataloged*, *cataloging*, *catalo-ger*, *catalogist*. In the *-ue* form the *u* always is retained: *catalogued*, *cataloguing*, *cataloguer*, *cataloguize*.

## Obsolete Bulk Mailing Indicia

Q.—Every now and then we get a reprint order for envelopes or cards with printed permit indicia for bulk mailing. A customer frequently will send a copy of a former printing, without change. I am aware, of course, that there have been changes in postal regulations regarding the wording of these indicia, and that some of the forms we now use probably

are out of date. Is there any danger that a mailing would be rejected by the post office because of old-style wording?

A.—Not likely. While a postmaster or a post-office clerk could legally turn back a mailing that does not conform with regulations in every detail, it seems to be the new policy of the Post Office Department to put service to the mailer ahead of red tape when no fraud is possible and no loss to the government could result.

In the past, whenever the Post Office Department has ordered a change in the style or wording of printed matter required to be used by mailers, permission has been given to use up the supply of old forms on hand before changing to the new. We do not think it ever was intended that a mailer should continue to produce and use new printings of an obsolete form indefinitely.

On December 1, 1954, two important manuals used by mailers became obsolete: Postal Guide, and Postal Laws and Regulations (P. L. & R.). These were superseded on that date by a completely new and simplified code entitled Postal Manual. Any reference to P. L. & R., such as Sec. 562, Sec. 34.9, or 34.66, now is meaningless and should not be used.

Briefly, the indicia for third-class mail under printed bulk mailing permit should contain no reference to P. L. & R., but instead should bear, in addition to the

Willard E. Brown, Judd and Detweiler, Inc., education committee chairman of the Graphic Arts Assn. of Washington, D.C., presents association medal and certificate to David Christen. He won \$100 first prize in Ford Industrial Arts Award, printing division and Student Craftsman contest



information formerly required, either the words Bulk Rate (or Blk. Rt.) or Non-profit Organization (Nonprofit Org.), as the case may be.

The new Postal Manual may be purchased at sixty-five cents a copy from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Looseleaf supplements, containing additions and amendments, are \$1.35 a year.

## Roundup of Proofreaders' Marks

A free copy of the comprehensive "Roundup of Editors' and Proofreaders' Marks" may be had for the asking from Proofreaders Guild, 113 S. Ashland Ave., Chicago 7, Ill. This is a four-page, 4x9 index bristol folder, in two colors, containing a collection of more than 100 conventional marks, signs, and symbols, common and uncommon, used by editors, writers, copy-preparers, proofreaders, and others in the printing industry.

## Hyphens Are Expendable

Q.—According to our style, we use hyphens in adjectival phrases involving dimensions. For instance, "a 74-inch press," or "a 10,000-square foot area." If the sentence reads "an area of 10,000 square feet," of course no hyphen is used in that case.

But what about "point" in speaking of type size? We would say "a 36-point head," but what if the head is in "36 point" ("36-point")? Or suppose a face is available from "6 to 36 point" ("6- to 36-point," or "6 to 36 points")? Is the word "size" understood and therefore a hyphen required? Should "point" ever be "points" since there are 36 of them?

A.—It is nearly impossible to set down rules that will cover every possible case. Our preference is to use a hyphen in a unit modifier: 18-point type; a 36-point head; but to omit the hyphen in all other cases; available from 6 to 36 point; the head is in 36 point; set in 10 point; lead 2 points.

Confidentially, no misunderstanding would result if all hyphens in the foregoing examples were omitted, though it probably would cause an old-school grammarian to take up his quill.

The word *points* would better be used with reference to spacing: lead all 3 points; insert 8 points between items.



# SALESMEN'S CLINIC

## A Woman's a Woman for A' That

Q.—What difference of approach, if any, is there between selling to a man and selling to a woman. How might it vary?

A.—There is a difference in approach. No matter how a woman pretends to be like a man in her reactions, a woman cannot help herself; she must react like a woman. Therefore, the salesman who is taken in by the apparent candor and freedom of a woman, and in his approach treats her exactly as if she were a man, sooner or later will run into trouble.

He will find, despite all claims and protestations, that some word, implication or act of little or no consequence when dealing with a man, will cause the female prospect to react unfavorably. It will mystify him; he will never know the reason why; but the salesman will not make the sale. Do not dispute a woman's claims that she can "take it" like a man. Compliment her, then proceed to treat her with the deference and consideration that is due her anyway.

## Personality in Making Sales

Q.—What evidence have we in selling that the ability of a salesman to handle people well tips the scales in his favor rather than the product being right?

A.—The evidence lies in case histories of successful salesmen. Read Bettger's book, *How I Rose From Success to Failure in Selling*; read Arthur E. Sullivan, Charles E. Roth, and many others. Here we have the evidence, beyond dispute, that the way Bettger, Sullivan, *et al.*, handled people made the difference. True, their product was "right," but it was the same product hundreds of other salesmen tried to sell and failed. Sent over the same course, Bettger, Sullivan and the others made it look easy.

## It's Getting Along With People

Q.—How do you explain many successful salesmen who seem to have had no indoctrination whatsoever in the correct handling of people?

A.—How do you know this is so? Have you seen these people in action? A

## By Irving Sherman

Mr. Sherman is available for consultation on a fee basis. Address him c/o The Inland Printer

man may not possess book learning, but that does not mean that he can't handle people. Know-how in handling people is not necessarily acquired at schools or through reading books. People can acquire it through experience and observation. Many are born with this faculty of getting along with all sorts of people and as salesmen achieve good results intuitively. In short, the successful salesman is not an accident. He may appear unlettered or unlearned, but when we get to the bottom of it, he is equipped as he should be.

## Confidence and Product Knowledge

Q.—Basically, what is the secret of the successful handling of people by salesmen? How would you break down or enumerate the various steps that comprise this function of salesmen?

A.—To deal with this comprehensively would require a volume and then we would not be through. In a nutshell, however, the secret of the successful handling

of people by salesmen lies in two factors, (1) the self-confidence of the salesman, (2) the thorough knowledge of the product by the salesman. In short, before the salesman starts to handle people he first handles himself successfully. He then proceeds as follows:

The approach: The right time, the right opening, introduction right with poise maintained.

The presentation: The facts right, in the right order, in language attuned to the ears of a particular buyer, concentrating on him.

The close: Closing at the right time, at the first sign on the part of the buyer that he is ready to order. If this is missed, trying again, without betraying any haste or evidence of anxiety.

## Informing Is Out of Line of Duty

Q.—I met the wife of one of my best customers under circumstances that may prove embarrassing to her. Nothing terrible; but I don't think her husband would approve of it. What should I do?

A.—The best policy here is silence. You may feel that since a good customer is involved you owe him something. You do; but keep his private life out of it. You don't know the exact reasons for the wife being in this situation. They might be good reasons known to her husband. Should you broach the news to him in the manner of a dark secret he might very well resent implications.

Suppose, however, it was unbecoming conduct. Why should you, after all, be the source for this information? It's not in your province to carry tales of private lives. How much does this add to your stature as a salesman? Leave well enough alone. In future visits to this account conduct yourself exactly as you did before.

William T. Rich III (center) of Champion-International Co., Lawrence, Mass., receives a national award plaque from William Clawson (left), Harris-Seybold Co., board of judges chairman of Direct Mail Advertising Assn.'s direct mail campaign. Joseph J. McGee, Jr., DMAA past president, is at right. Champion-International was the only paper company to receive the award. The basis of it was high return and the introduction of a novel method of quality comparison of fine printing on coated papers



# WHAT'S NEW?

## IN EQUIPMENT AND SUPPLIES

### Electric Proof Drying Cabinets

A series of electric proof drying cabinets is being planned by Vandercook & Sons to meet the needs of the graphic arts industry.

The first of these drying cabinets is already in production. Drying of proofs is accomplished by means of a blower and a thermostatically controlled heating element located in the bottom of the cabinet. A continuous and uniformly heated supply of air is evenly distributed over the 19 shelves through a circulating system built into the double walls on each side of the cabinet.

Over-all dimensions of the cabinet are 33x30½ by 39½ inches high. It has drawer shelves with clear plastic fronts and reinforced aluminum screen bottoms. Each shelf measures 30x30 with a depth of 1¼ inches.

For information: Vandercook & Sons, Inc., 3601 W. Touhy Ave., Chicago 45.

Drawers in drying cabinet have screen bottoms



### Stretchable Paper for Typists

Justi-Type Stretchable Paper permits typists to prepare even right-hand margin work in just one typing.

The new paper is a scientifically treated sheet with a flexible base laminated lightly to a pressure-sensitive backing sheet. Evenly spaced horizontal cuts are made only in the top layer of paper and are spaced to the ratchet travel of most standard typewriters.

Where typed lines fall short of full measure, they are lifted up and stretched sufficiently to align with the margin.

For information: Fototype, Inc., 1414 Roscoe St., Chicago.



Air flow simplifies jogging of nine-pound tissue

### Paper Jogger With Air Flow

A pulsating air flow is a feature of a new paper jogger introduced by the Harvey Engraving Co. Named the Jog-Air, the machine is claimed to be ideal for jogging difficult onion skin and carbon paper jobs.

The air flow comes from the center of the 12x22 table. It aids in separating the sheets and reduces friction; the sheets settle quickly to the vibrating table of the jogger. The air also reduces the weight on the bottom edges of the sheets and helps to prevent damage to protruding sheets; the operator can then handle more stock at a time, the manufacturers claim.

For information: Harvey Engraving Co., 4228 Joy Rd., Detroit, Mich.

### Inserting and Mailing Machine

The 1957 console and postage meter models of Phillipsburg inserting and mailing machines were designed to handle several operations at speeds of some 4,500 mailings per hour. They gather up to eight inserts, open envelope flaps, stuff inserts, moisten and seal the flaps, print and meter postage indicia, count and stack finished mailings.

Among the features claimed is one-man operation producing as many mail-

Inserting, mailing machine for one man to run



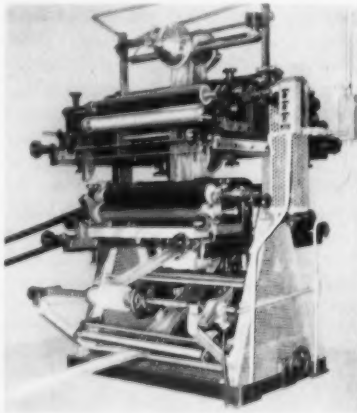
ings as 12 clerks can do by hand. The suction vacuum feed system is said to enable the units to handle any paper stock, including ripple, glossy and coated finishes. Single feed practically eliminates mailing waste, according to the manufacturer. If a double feed occurs, the machine stops automatically and a red light shows where the error took place.

For information: Inserting and Mailing Machine Co., Box 186, Phillipsburg, N.J.

### Plastic Film Sealing Method

Bakelite Co. has developed a new method of producing a continuous seal on plastic film. A stream of polyethylene resin is laid between the two edges of the film, and passed between two rollers which exert just enough pressure to flatten out the seal. The film travels at a speed of 500 feet per minute.

For information: Bakelite Co., 300 Madison Ave., New York 17, N.Y.



Plastic web on high-speed flexographic press

### Flexographic Presses for Poly

A new line of flexographic presses designed for high-speed printing on polyethylene has been introduced by the Lee Machinery Corp.

Available in from one to four colors, the presses operate roll-to-roll, and may be set up to feed into folder, sheetor, or packaging machinery. They can handle paper, polyethylene, cellophane, foil, plico-film, and cloth.

The standard press is 27 inches wide, but is available in widths from 15 to 30 inches. Printing repeats range from 4 to 35 inches. Register may be adjusted later-

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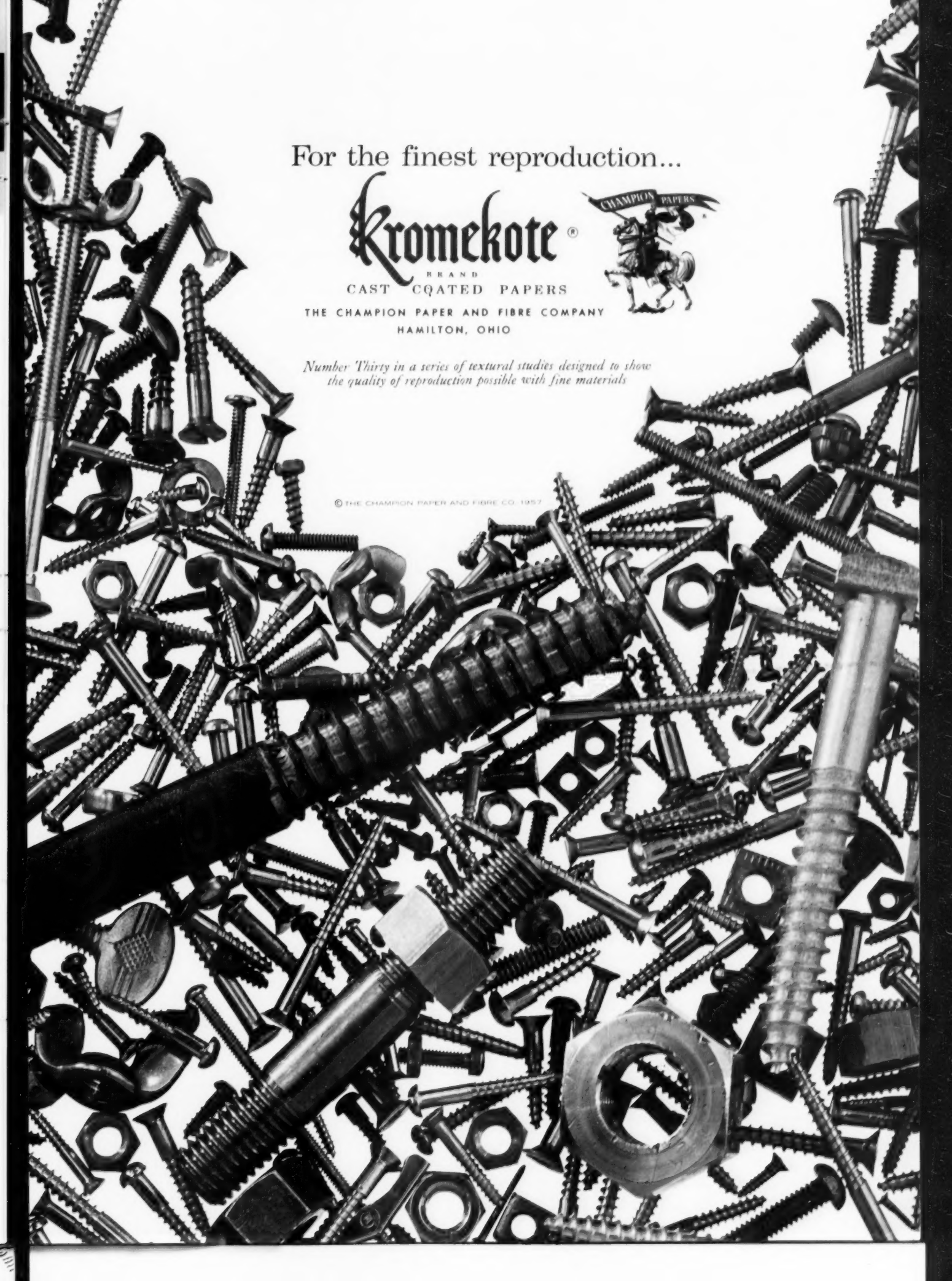
BRAND  
CAST COATED PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY  
HAMILTON, OHIO



*Number Thirty in a series of textural studies designed to show  
the quality of reproduction possible with fine materials*

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## THESE LEADING PAPER MERCHANTS SELL THE FAMOUS CHAMPION BRANDS

<b>ALABAMA</b>		<b>MICHIGAN</b>		<b>OKLAHOMA</b>	
Birmingham	The Whitaker Paper Co.	Detroit	The Whitaker Paper Co.	Oklahoma City	Carpenter Paper Co.
Mobile	The Parlin Paper Co.	Grand Rapids	Central Michigan Paper Co.	Tulsa	Bonne Paper Co.
Montgomery	W. H. Atkinson Fine Papers				Taylor Paper Company
<b>ARKANSAS</b>		<b>MINNESOTA</b>		<b>OREGON</b>	
Little Rock	Rouch Paper Co.	Minneapolis	C. J. Duffey Paper Co.	Portland	Carter, Rice & Co. of Oregon
<b>CALIFORNIA</b>		St. Paul	Inter-City Paper Co.		
Los Angeles	Carpenter Paper Co.		C. J. Duffey Paper Co.		
San Francisco	Carpenter Paper Co.		Inter-City Paper Co.		
<b>COLORADO</b>		<b>MISSISSIPPI</b>		<b>PENNSYLVANIA</b>	
Denver	Carpenter Paper Co.	Jackson	Jackson Paper Co.	Allentown	Kemmerer Paper Co.
<b>CONNECTICUT</b>		Meridian	Newell Paper Co.	(Division of)	Garrett-Buchanan Co.)
Hartford	John Carter & Co., Inc.			Lancaster	Garrett-Buchanan Co.
New Haven	John Carter & Co., Inc.			Philadelphia	Garrett-Buchanan Co.
<b>DISTRICT OF COLUMBIA</b>		Kansas City	Carpenter Paper Co.		Matthias Paper Corp.
Washington	The Whitaker Paper Co.	St. Louis	Acme Paper Co.		Paper Merchants, Inc.
			Shaugnessy-Kniap-Hawe Paper Co.	Pittsburgh	Whiting-Patterson Co., Inc.
				Reading	The Whitaker Paper Co.
					Garrett-Buchanan Co.
<b>FLORIDA</b>		<b>MONTANA</b>		<b>RHODE ISLAND</b>	
Jacksonville	The Jacksonville Paper Co.	Billings	Carpenter Paper Co.	Providence	John Carter & Co., Inc.
Miami	The Everglade Paper Co.	Great Falls	Carpenter Paper Co.		
Orlando	The Central Paper Co.	Missoula	Carpenter Paper Co.		
Tallahassee	The Capital Paper Co.				
Tampa	The Tampa Paper Co.				
<b>GEORGIA</b>		<b>NEBRASKA</b>		<b>SOUTH CAROLINA</b>	
Atlanta	The Whitaker Paper Co.	Grand Island	Carpenter Paper Co.	Columbia	Epas-Fitzgerald Paper Co.
Macon	The Macon Paper Co.	Lincoln	Carpenter Paper Co.		
Savannah	The Atlantic Paper Co.	Omaha	Carpenter Paper Co.		
<b>IDAHO</b>		<b>NEW HAMPSHIRE</b>		<b>SOUTH DAKOTA</b>	
Pocatello	Carpenter Paper Co.	Concord	John Carter & Co., Inc.	Sioux Falls	Sioux Falls Paper Company
<b>ILLINOIS</b>		<b>NEW JERSEY</b>		<b>TENNESSEE</b>	
Chicago	Bradner Smith & Co.	Newark	Central Paper Co.	Chattanooga	Bond-Sanders Paper Co.
	Dwight Brothers Paper Co.	Trenton	Central Paper Co.	Knoxville	The Cincinnati Cordage & Paper Co.
	Parker, Schmidt & Tucker Paper Co.			Memphis	Taylor Paper Company
	Charles W. Williams & Co.			Nashville	Bond-Sanders Paper Co.
	Decatur Paper House, Inc.	Albuquerque	Carpenter Paper Co.		
	Peoria Paper House, Inc.				
	Irwin Paper Co.				
	C. J. Duffey Paper Co.				
<b>INDIANA</b>		<b>NEW MEXICO</b>		<b>TEXAS</b>	
Fort Wayne	The Milcraft Paper Co.	Albuquerque	Carpenter Paper Co.	Amarillo	Kerr Paper Co.
Indianapolis	Indiana Paper Co., Inc.			Austin	Carpenter Paper Co.
<b>IOWA</b>		<b>NEW YORK</b>		Dallas	Carpenter Paper Co.
Des Moines	Carpenter Paper Co.	Hudson Valley Paper Co.	Stephens & Co., Inc.	El Paso	Carpenter Paper Co.
Sioux City	Pratt Paper Co.	Albany	Hubbs & Howe Co.	Fl. Worth	Carpenter Paper Co.
	Carpenter Paper Co.	Binghamton	The Milcraft Paper Co.	Harlingen	Carpenter Paper Co.
		Buffalo	Forest Paper Co., Inc.	Houston	Carpenter Paper Co.
		Jamestown	Holyoke Coated & Printed Paper Co.*	Lubbock	Carpenter Paper Co.
		New York City	Pohlman Paper Co., Inc.	San Antonio	Carpenter Paper Co.
			Reinhold-Gould, Inc.		
			Royal Paper Corporation		
			The Whitaker Paper Co.		
			Charles W. Williams & Co.*		
			Bulkley, Dunton Paper Co., S.A.		
			Champion Paper Corp., S.A.		
			Champion Paper Export Corp.		
			Genesee Valley Paper Co.		
<b>KANSAS</b>		<b>NORTH CAROLINA</b>		<b>UTAH</b>	
Topeka	Carpenter Paper Co.	Asheville	Henley Paper Co.	Ogden	Carpenter Paper Co.
Wichita	Southwest Paper Co.	Charlotte	The Charlotte Paper Co.	Salt Lake City	Carpenter Paper Co.
		Raleigh	Epas-Fitzgerald Paper Co.		
<b>KENTUCKY</b>		<b>OHIO</b>		<b>VIRGINIA</b>	
Louisville	The Rowland Paper Co., Inc.	Akron	The Milcraft Paper Co.	Norfolk	Epas-Fitzgerald Paper Co.
		Cincinnati	The Cincinnati Cordage & Paper Co.	Richmond	Epas-Fitzgerald Paper Co.
			The Queen City Paper Co.*		
			The Whitaker Paper Co.		
			The Milcraft Paper Co.		
			Starling Paper Co.		
			The Cincinnati Cordage & Paper Co.		
			Starling Paper Co.		
			The Milcraft Paper Co.		
<b>LOUISIANA</b>		<b>PENNSYLVANIA</b>		<b>WASHINGTON</b>	
New Orleans	The D & W Paper Co., Inc.	Allentown	Kemmerer Paper Co.	Seattle	Carter, Rice & Co.
		(Division of)	Garrett-Buchanan Co.)	Spokane	Spokane Paper & Stationery Co.
		Lancaster	Garrett-Buchanan Co.	Yakima	Carter, Rice & Co. of Yakima
		Philadelphia	Garrett-Buchanan Co.		
			Matthias Paper Corp.		
			Paper Merchants, Inc.		
			Whiting-Patterson Co., Inc.		
			The Whitaker Paper Co.		
			Garrett-Buchanan Co.		
<b>MAINE</b>		<b>MISSISSIPPI</b>		<b>WEST VIRGINIA</b>	
Augusta	John Carter & Co., Inc.	Jackson	Jackson Paper Co.	Huntington	The Cincinnati Cordage & Paper Co.
		Meridian	Newell Paper Co.		
<b>MARYLAND</b>		<b>MISSOURI</b>		<b>WISCONSIN</b>	
Baltimore	Garrett-Buchanan Co.	St. Louis	Acme Paper Co.	Milwaukee	Dwight Brothers Paper Co.
	The Whitaker Paper Co.		Shaugnessy-Kniap-Hawe Paper Co.		
<b>MASSACHUSETTS</b>		<b>MONTANA</b>		<b>CANADA</b>	
Boston	John Carter & Co., Inc.	Billings	Carpenter Paper Co.	Toronto	Blake Paper Limited
	The K. E. Tazier Co.	Great Falls	Carpenter Paper Co.		
	John Carter & Co., Inc.	Missoula	Carpenter Paper Co.		
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ally and horizontally while the press is in operation.

Other features include forward and side adjustments on the unwind stand and brake tension control; two ink fountain rollers of bronze and rubber for each color; splash proof, stainless steel, self-locking ink fountains; elevator mounted for simplified up-and-down movement, and bronze, split-type plate cylinder bearings for swift and simple cylinder changes.

For information: Lee Machinery Corp., 28 W. 23rd St., New York 10.

### Darkroom Lights With Water Flow; Timers for Arc Lamp Control

Two sizes of darkroom safe lights, introduced by the nuArc Co., have a work space of 22x19 or 25x30 inches. Overhead rails and a complete water flow system with foot control are available.

There are five models, each having both ruby and white lights. One model has the ruby and white plus a green light for panchromatic film.

The nuArc-Zenith Timer and Contactor was designed for arc light control and has an automatic reset feature. With a single dial setting, these units will provide identical repeated operations, according to the announcement.

All models can be operated by seconds or minutes. A manual button starts the timer. Twelve models can accommodate all common electric current requirements.

For information: nuArc Co., Inc., 824 S. Western Ave., Chicago 12.

Water flow with foot control for darkroom light



### New Headline Display Script

A highly characteristic script face, Maxime, based on the individual handwriting of a young artist, Peter Schneider, has been announced by Bauer Alphabets.

Maxime has the feeling of a brush effect, and its bold informal strokes express a complete freedom of creativeness; this script makes possible a more personal and informal note in headlines, Bauer says. Stock sizes range from 24- to 66-point.

For information: Bauer Alphabets, Inc., 235 E. 45th St., New York 17.

Script based on handwriting of a young artist

**Maxime**

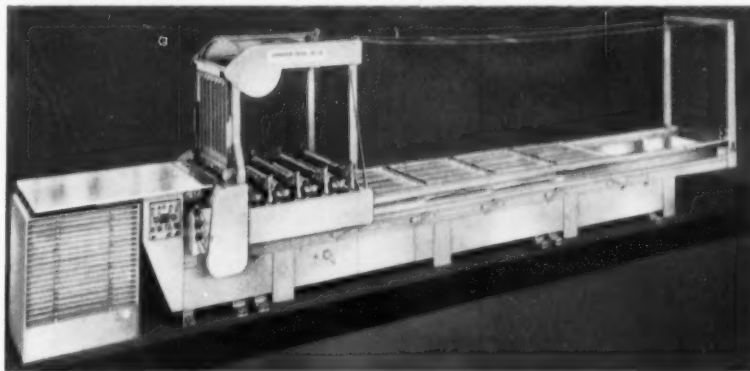
## Vandercook Four-Color Test Press Has New Features

A new, larger and more automatically operated high-speed, four-color test press has been put into production by Vandercook & Sons with deliveries scheduled to begin early this year. An earlier model,

also for four-color wet proofing, was introduced by Vandercook ten years ago.

This new test press, which has been designated as the "Vandercook 30-26 Double 4-Color," will print two sets of

Vandercook four-color proof press will print two sets of plates up to 13½x25 or one set up to 29x25½



### Warped Sheet Feeding Machine

Dexter Folder Co. has designed a machine which feeds warped sheets to processing equipment. The machine was engineered particularly to feed bookbinders' board to calenders following the process in which moisture is squeezed from newly filtered fiber-board mats. It feeds up to 85 sheets per minute.

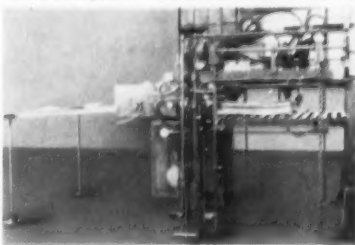
Stacks of material are placed on the elevator-platform and raised to the feeding mechanisms which automatically forward the sheets to processing.

Suction cups separate and forward the top sheet from the pile, blasts of air assisting from the rear. Sheets are fed between drop-rollers and discharged onto a ribbon conveyor which carries them to the machine being fed.

A caliper device stops the machine if more than one sheet should be fed to it at a time.

For information: Dexter Folder Co., 219 E. 44th St., New York 17.

Feeder designed to handle sheets other than flat



### Gravure Printer-Coater Press

Air cylinder impression control is featured in a new single-color gravure printing and coating press. Stainless steel is used for several components, such as the doctor blade, holder and pan. Operating speed is 500 feet per minute.

For information: John Waldron Corp., New Brunswick, N.J.

four-color plates up to 13½x25, or one set up to 29x25½.

The press embodies a number of mechanical features designed to improve quality by giving closer control of both inking and impression, as well as to speed up the proofing operation.

The press has four adjustable beds to handle one full-size set of process plates over the entire printing area of each bed; or with eight adjustable beds, two sets of four-color plates may be proofed at one time without the use of underlays.

The adjustable bed will accommodate originals or electros of varying thickness; closer control over impression can be obtained by minute bed adjustments.

Split form roller vibrators and split ink fed vibrators are available so that different inks can be used on each of the two sets of plates.

Ink is applied to a supply roller and then fed automatically to the form rollers in controlled amounts.

A safety bar to prevent plates or press damage has been provided. This device consists of a rubber-covered bar attached to the front end of the cylinder carriage; the bar is connected to a microswitch which instantly brings the press to a stop if anything is left on any one of the beds, or if the beds are raised too high.

The four ink drums are located at the feed board on the new press so that ink additions have an immediate effect. Ink drums are power-driven for easy wash-up.

Other features include (1) cam-controlled automatic sheet delivery, (2) cylinder trips electrically operated, (3) control system for holding cardboard snugly against cylinder to prevent smearing, (4) the first bed (or yellow plate) is in the clear when the cylinder is at the feed board, and (5) the press is powered for ac.

For information: Vandercook & Sons, Inc., 3601 W. Touhy Ave., Chicago 45.

# Goss Magazine Press Designed For Medium Circulation Journals

Eyes of the magazine printing industry are directed toward the Hildreth Press, Inc., in Bristol, Conn., where the first Goss unit-type publication press is now in operation.

The new press is expected to speed the trend to web-fed printing of magazines in the intermediate circulation field (25,000 to 200,000), Hildreth Press officials said.

This press is now printing the *American Journal of Nursing*, with a print order of 150,000 copies averaging 144 pages. Many pages are in two colors. Signatures of the *American Builder* are also being printed on the new press.

Hildreth's new press consists of four two-color units, two three-arm reels, a folder, dryers, chilling rollers and tension controls. It will print two colors on 64 pages or four colors on 32 pages at a speed of 750 fpm.

The press was developed especially for the trade and organization publications field as an outgrowth of the Goss large magazine press design program for *Time* and *Life* magazines.

The new Goss press allows expansion with flexibility to meet changing production needs. The minimum installation would be a single-web, two-unit press, a three-arm reel and a folder, which would produce a 32-page signature in two colors. Units and reels may be added to increase page capacity or to provide more color. Units may be installed on either or both sides of the folder.

The Goss unit-type press is available for web widths from 44 to 49 inches, producing 8½x11- to 12-inch signatures. All plating and color setting are done at floor level. The inking arrangements are in the legs of the units; roll-away carriages are eliminated. All roller throw-offs and all

press controls may be operated from a central station.

Each unit, consisting of a common impression cylinder and two plate cylinders in 2-to-1 ratio, prints 16 *Time*-size pages in two colors. Plating is four across and four around.

Another innovation is the use of only one dryer for two units, instead of the customary dryer for each unit. This is accomplished by arranging a double-pass in the hot air dryer. This method conserves gas; the residual heat from the first pass helps dry the second pass of the web. The dryer is mounted above the units, where it does not interfere with operations. The folder delivers a variety of signatures.

Hildreth Press, Inc., is one of the five divisions of the Hughes Corp., producer of business magazines. Hughes prints more than 300 trade publications.

All five Hughes plants are exclusively letterpress. President Russell C. Hughes said his companies had found letterpress not only more economical for business and trade publication work, but that letterpress seems preferable for sharp reproduction of both type and illustrations in advertising.

W. Jouett Blackburn is president and general manager of the Hildreth Press, Inc. Dwight Monaco, vice-president of the Hughes organization, is closely associated with Hildreth operations.

For information: Goss Printing Press Co., 5601 W. 31st St., Chicago 50.

## Plastic Lacquers for Offset

A new line of plastic lacquers for lithographic plates has been announced by the Knox Soap Co., 3300 W. Cermak Rd., Chicago 23. The new formulas are available for surface and for deep-etch plates.

## Comet Camera Line Expanded; Two-Sided Spray Etcher in Work

An addition to the Robertson Comet line is a camera in a 36-inch film size, available both with and without a screen raising device. This unit will take film and/or plates from 4x5 to 28x36, and will accommodate a circular glass screen up to 38 inches. A rotating and tilting copyboard of 40x48 is standard equipment. A wide range of accessories is offered for this camera.

A new and advanced spray etching machine, designed for the production of printed circuits, has also been built by Robertson. Prototype models of this machine are now beginning a series of field tests. Among the machine's features are simultaneous two-sided etching of a circuit board, temperature and Baumé control, rapid etching time, and extensive automation.

For information: Robertson Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31.



Plastic paper slide minimizes damage by scuffing

## Device Deters Paper Scuffing

A new paper handling device designed to facilitate piling of paper and deter costly scuffing has been described by the Papercraft Specialties Co. The Papercraft "36" Paper Slide is a lightweight plastic sheet with an attached end stop. Lifts of paper to be moved are slid on the plastic which prevents damage to the paper. The plastic sheet is 36x17¼x½.

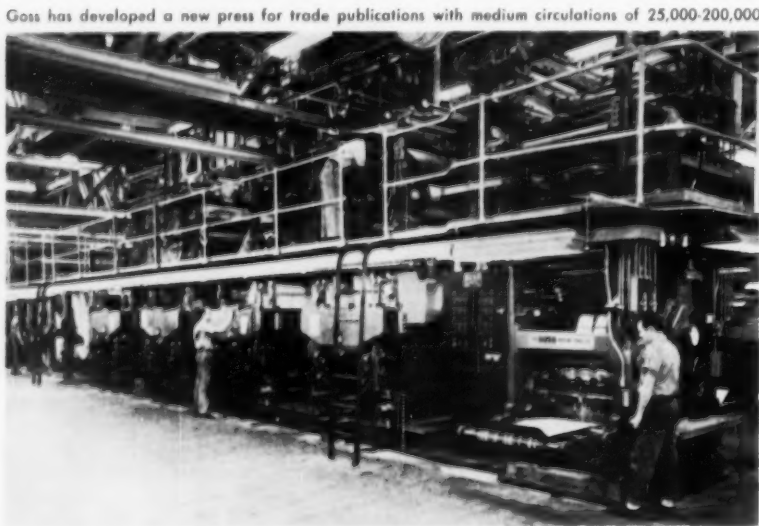
For information: Papercraft Specialties Co., 1370 Lathers Ave., Ypsilanti, Mich.

## Carbide-Tipped Trim Saw Blade

The Forrest Manufacturing Co. has announced the design of a carbide-tipped trim saw blade for specific graphic arts application. Cutting and trimming of electros, stereos, zincs, copper plates, and plastics and the cutting and mitering of rules are among its many uses.

The gullets and expansion slots are milled and the carbide tips are wedge-fitted to the teeth before brazing. The manufacturer claims to have eliminated metal fatigue in the blade, a tooth sharpness lasting up to 35 times as long as conventional trim blades, and an increase in cutting efficiency of up to 300 per cent.

For information: Forrest Mfg. Co., Inc., Rutherford, N.J.



Goss has developed a new press for trade publications with medium circulations of 25,000-200,000

## Xenon Gas Arclight Gives Continuous Spectrum Light

Klimsch Xenon Arclights, serving as both camera and printing arc lights, have been introduced by Repro Graphic Machines, Inc. The



Klimsch Xenon Arclight

lights are designed for precision color work. They burn without noise, fumes, or ashes; ignite immediately, and deliver a constant daylight-type of light with a continuous spectrum, the company claims.

Enclosed in a quartz tube, a steady arc of 2,000 w energy burns in an atmosphere of Xenon gas under high pressure. The exchangeable burner is reflector-mounted. A heat-resistant glass pane protects the front of the burner. The reflector holds accessories for automatic starting and a blower for cooling.

For information: Repro Graphic Machines, Inc., 180 Varick St., New York.

## Photo-Chemical Fluids Mixer

A new photo-chemical mixer, the Special, has been added to the Holloway mixer line. The new model has been designed for use in mixing tanks of from one- to 20-gallon capacity.

The Special features either a 15- or 21-inch frame, and shafts are available in lengths of from 15 to 21 inches. A 2 1/2-inch diameter 3-blade propeller can be adjusted on the shaft.

For information: E. J. Holloway Co., 5126 Norwaldo, Indianapolis 5, Ind.

## Banding Machine for Paper Products

Model 3, the latest Hickok banding machine, automatically bands paper and paper products measuring up to 18 inches in the unbanded direction, 12 inches in the banded direction, and up to 1 1/2 inches in depth or thickness. This unit will handle products as small as 12 inches in either direction and up to 2 inches deep. For smaller sizes, Models 1 and 2 are available.

For information: W. O. Hickok Mfg. Co., Harrisburg, Pa.

Banding unit uses L-shape design with continuous belt delivery conveyor extending at right angle



## Carbon Interleaved Set Forms

A system for producing carbon interleaved set forms on regular printing and binding equipment is made possible by using the Nu-Edge (no stub required) patented Carb-N-Set forms made with Nu-Edge Carb-N-Set carbon and glue.

Savings claimed in producing these forms are due to the following features:

As they do not need a stub to remove the carbon paper, the forms do not have to have any perforations; time saved in lockup and makeready. The carbon paper is shorter with no stub; carbon paper saved.

Standard size bond paper, 17x22, is used; special cutting and waste are avoided for either stock or carbon paper.

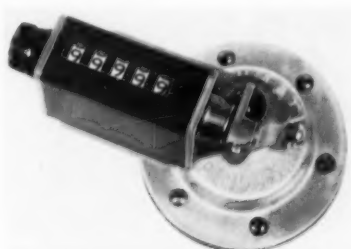
The largest economy is in the gathering and separating operations. The carbon paper is the same size as the bond paper in the set. Thus full size printed or lithographed sheets can be gang-gathered.

For information: Carb-N-Set Business Forms, 816 Ferguson St., Dayton 7, Ohio.

## Counter for Printing Equipment

Automatic counting devices for any printing equipment with pneumatic or hydraulic action have been announced by Pneumaticount.

The new counters screw into the line controlling any air or hydraulic cylinder.



Rapid counting by pneumatic or hydraulic action

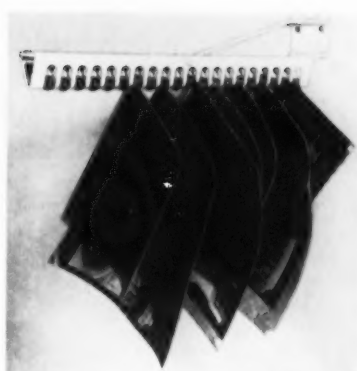
The Pneumaticount can be set for a predetermined count and will automatically shut off. Models are available for from 1- to 5,000-pound pressures and up to 300 counts per minute. All models have five or six digits and knob or key reset.

For information: Pneumaticount, 3400 N. E. 54th Ave., Portland 13, Ore.

## Plate Alteration Service

Reilly Electrotpe has announced some improvements in letterpress plate alteration and repair service the company offers. For example, line copy can be removed from screen backgrounds, the screen restored, and new line copy inserted, or four-color process plates can have a text, color, or art element removed or changed without revising artwork, shooting new photos, or making new original engravings.

For information: Reilly Electrotpe Div., 305 E. 45th St., New York.



Marbles provide scratch-free negative holder

## Hanger-Carrier for Negatives

Complete scratch-free hanging and handling of negatives and plates for small offset presses is claimed for a new portable plate hanger. The Neg-O-Plate hanger has a capacity of 20 plates or negatives up to 11x14, yet is only 18 inches in over-all length.

The hanger is formed of aluminum and employs 3/8-inch diameter glass marbles, loosely seated in V-shaped slots, to grip the negatives. To hang a negative, the top edge is pushed up into a marble slot, then released. The marble drops slightly, wedging the material firmly in place. To release, the marble is raised slightly.

Portability is also featured, as the hanger is instantly removable from its mounting bracket, permitting its use as a plate carrier. When not in use, it can be folded down against the wall.

For information: Litho Engineering & Research, 3241 Eastlake, Seattle 2, Wash.

## Complete Offset Plate Maker

Pictorial Machinery Limited, a subsidiary of the Monotype Corp. Limited, has announced production of the "Lithotex" Repro-Unit, a specifically designed device for the production of lithographic plates for small offset presses. In one package is contained a camera, retouching desk, whirler, and printing-down frame, plus required chemicals, all included in a specially constructed case which serves as a bench and storage cabinet after installation is made.

The camera is capable of making either line or, using "screen included" film, half-tone negatives. With the 13-inch Wray lens the range of enlargement or reduction is 1:2 to 2:1. A ground glass focusing screen is part of the dark slide. Copy lighting is by six 100 w lamps.

By removing the black backboard from the copyholder and swinging down two supporting arms, a retouching desk is available for negative spotting and touching up.

Pushing the camera carriage to its foremost position reveals the hand-operated whirling tray. Plates, up to 14 1/2 x 17 1/2, are held on the rotating base by simple

moisture adhesion. Drying is by means of a hand air drier.

Two pieces of 1/4-inch plate glass are used to obtain printing contact and, although the weight of the glass gives vacuum-like properties, two pressure clips are provided to ensure adequate contact during exposure. A tungsten ballasted, mercury vapor lamp is used as the light source for exposing.

For information: Pictorial Machinery Ltd., Monotype Corp. Ltd., 55-56 Lincoln's Inn Fields, London, WC2, England.

### Narrow Range Variable Speed Drive

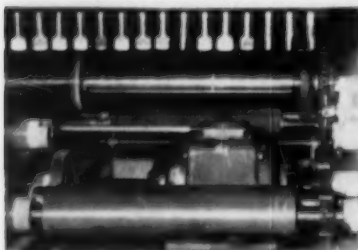
Graham Transmissions has announced the development of a narrow range variable speed drive designed for register control applications where extreme accuracy is needed. This drive is called a Speed Corrector since the micrometer dial provides 400 graduations in producing a speed variation of only plus or minus 15 per cent of the input speed. Proper web tension and exact register control are established by adjusting the micrometer control handle of the corrector.

Small but extremely accurate adjustments are required as the characteristics of the paper vary or conditions of temperature or humidity change in the pressroom. Once set, the control holds a fixed speed ratio between input and output shafts, regardless of change of press speed or load. Mechanical or electrical remote controls, which permit adjustment from any convenient control station, can be furnished.

Other standard type, wide range Graham drives are also available.

For information: Graham Transmissions, Inc., Menomonee Falls, Wis.

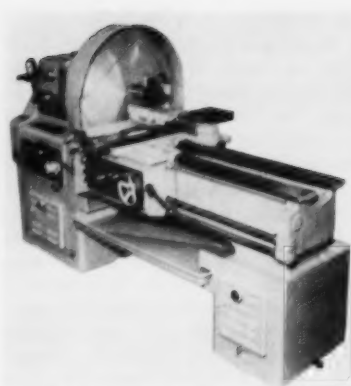
Section of a press with speed corrector driven at a variable input through gears at the right



### Measured Moisture for Offset

The Plast-O-Damp system of measured moisture has been developed by Ideal Roller to aid in maintaining the proper balance of water and ink in offset printing. A new disposable lintless dampening cover of uniform thickness is combined with and used over a special rubber dampening base. The moisture surfeit is adequate to dampen the litho plate and maintains the initial regulation, according to the company.

For information: Ideal Roller & Mfg. Co., Inc., 2512 W. 24th St., Chicago 8.



Machining backs of duplicate copper engravings

### Copper Plate Back Machining Unit

An automatic unit for machining copper backs of duplicate originals to 0.063 inch has been announced by the Walsh Machine Corp. The machine, called the model D.C.6, handles all sizes of plates up to and including two-page spreads. It maintains thickness to plus or minus 0.001-inch.

Plates are machined in a vertical position, eliminating the problem of chips. The unit eliminates mechanical clamping devices by holding the plate on three different sizes of facing cylinders by means of a vacuum holding chuck.

A micrometer adjusting stop allows machining to any desired thickness and sizing without the need for measuring each plate. Power is supplied by a five hp, 230 v motor.

For information: Walsh Machine Corp., 1914 Brandywine St., Philadelphia.

### Air Flow Gauges for Paper

Precision gauging of paper stock characteristics of smoothness and porosity, and graphic qualities, by means of air flow, is the function of a new instrument series.

Three applications of the Precisionaire air flow instrument have been developed.

The first is Smoothchek, which is said to measure paper smoothness to a degree considerably beyond the range of TAPPI standard No. T-479sm 48. This gauge checks smoothness by measuring the flow of escaping air across the paper surface.

Directing the air flow through the paper sample and measuring the result is the function of the Porosimeter gauge. It also employs the Precisionaire instrument to measure and record a wide range of porosity. The degree of measurement possible is beyond that specified in TAPPI standard No. 460-M49.

Lithotest, the third application, provides an instantaneous measurement of the uniformity and quality of lithography plates after graining and eliminates the need of microscopic examination of the plate, according to the manufacturer.

For information: Sheffield Corp., 721 Springfield St., Dayton 1, Ohio.

## German-Made Bundler Handles Wide Size Range

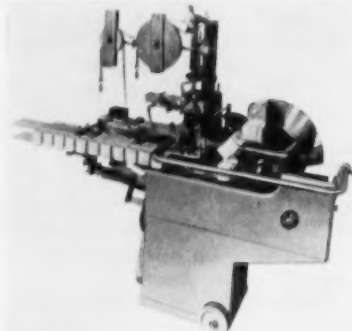
Potdevin has been named sole U.S. distributor for the Jagenberg-Werke bundling machine. The German-made bundling machine is capable of handling a wide range of sizes by simply changing dial settings. Diversified products as cartons, books, envelopes, labels, paperboard, etc., can be handled, according to the manufacturer's claims.

A strip of plain paper completely encircles the bundle and a short piece of gummed tape seals the two ends of the strip. With the exception of feeding, the operation is completely automatic.

The machine is completely self-contained and is on wheels for portability. Operating speed is 25 bundles per minute. Size range of bundles are: length 2 3/4 to 11 inches, width 1 3/8 to 6 3/4 inches, and height 2 to 3 1/2 inches.

For information: Potdevin International Ltd., 285 North St., Teterboro, N.J.

Bundling machine handles wide range of sizes



### Pinfeed Operation Register

A new Pinfeed Autographic Register is said to embody all features of the manufacturer's ARC refolder register, plus positive feed control, perfect registration, and combination of pinfeed operation with marginally punched forms. It was designed for use with regular bond paper and new Superite carbon. Some of the forms may be interleaved with one-time carbon or partially carbonized sheets. It is claimed that NCR (No Carbon Required) paper may be used without any gripper marks showing. Four widths are available for manual or electric operation.

For information: American Register Co., 564 East First St., Boston 27.

### Sales Blotters for Phone Changes

Electros and photo copies of animated telephone figures are offered at cost by the Sorg Paper Co. for advertising telephone number changes. Designed for blotters of various sizes, from 6 1/2 x 3 3/8 to 8 3/4 x 3 3/8, these designs provide illustrations for stock sales blotter items.

For information: Sorg Paper Co., 901 Manchester Ave., Middletown, Ohio.





Presenting the exciting new **ATF CHIEF 15**  
...the small offset unit  
*that's truly a printer's press*

It's years ahead in the 11x15" size range...years ahead in operating ease and printing ability...years ahead in rugged construction and advanced engineering.

It's the ATF Chief 15, the 11x15" offset press designed to play a profit-boosting part in *your* print shop. Operating small offset equipment? ...the Chief 15 steps up production and profits. Operating only larger offset units?...the Chief

15 takes over small jobs more efficiently. Planning to enter the offset field?...with the Chief 15, you *earn* while you learn.

See for yourself how its many advanced features put the ATF Chief 15 'way ahead of other small offset equipment. Find out how easy it is to own, under any of ATF's liberal finance plans. Call your ATF representative or branch office... soon...for full information and a demonstration.

See other side

# Here are some of the **years-ahead features** that make the **ATF Chief 15** the most profitable small offset press you can own



**Engineering Features** give you increased output, rapid change-overs. Quick-change plate clamps let you use pin-bar, oval, serrated or square end plates. Two side guides provide close register, even on work-and-turn jobs. Extra-wide dampener rolls give "clean-to-the-edge" operation. Ink fountain roller trips automatically when sheets are missed, to prevent ink build-up, and insure that the next sheet through reproduces exactly the same as the sheets which preceded the "miss."

Unique interchangeable ink units let you run second color without wash-up, switch colors with no press down-time.



**Control Features** promote fast set-up, operating ease, quick and precise adjustments. All controls and adjustments are on the operator's side. No tools are required to make normal operating adjustments. Micrometer settings assure accurate 3-point register. One lever raises or lowers dampener and ink form rollers. Single Vernier wheel adjustments insure firm, even pressure when mounting plate or blanket. Side blowers are adjustable while press is running.

One control simultaneously sets tapes, side guides and paper guides while press is running.



**Construction Features** that let you produce precision work with minimum operating adjustments, easier upkeep, and longer press life. Ink form rollers ride in ball bearings. All cylinders ride on tapered roller bearings. You adjust paper feed angle to straighten image—no plate twisting. Chrome plated plate cylinder and nickel plated blanket cylinder resist wear, are easy to clean. Built-in electrical static eliminator and fluorescent delivery light are standard equipment.

Seven tumbler grippers control paper through entire printing cycle, permit feeding smallest sheet to any position across cylinder.

**Specifications:** 3200 to 7200 IPH... Paper sizes: 3 x 5" to 11 x 15", 11 lb. manifold to 2 ply card... Printing area: 9 3/4 x 13"... 10 roller ink mechanism, including two large oscillators... 4 roller dampening unit, with built-in metal oscillator... two 1/2 HP heavy duty motors... Weight: 740 lbs.... Overall dimensions: 61 x 28 x 50"



**American Type Founders** 200 Elmora Ave., Elizabeth, N.J.

*Better, more profitable printing... from the most complete line of equipment*



Floyd C. Larson (l.), formerly Navy Printing Office civilian director, Great Lakes, Ill., and now secretary-treasurer of International Electrotypes & Stereotypers Association, Cleveland, discusses convention issue with President Einar Ringquist, Electrotypes Service Corp., Worcester, Mass. at New England Electrotypes meeting

## IAES Pushes Development, Research Program Plan

The International Association of Electrotypes and Stereotypers directors in Cleveland last month furthered plans for the industry-wide letterpress research and development program in which several other trade groups are cooperating.

The board transferred the program from the custody of the public relations committee to the letterpress cooperation committee headed by Harold A. Fleig, president, Chicago Employing Electrotypes and National Electrotypes Co., Chicago. Assisting this committee are International President Elmer M. Schwartz of the United Electrotypes & Stereotype Co., Chicago; Carl N. Becker, Becker Electrotypes Co., Milwaukee, and Floyd C. Larson, International executive secretary-treasurer. Most of the public relations work formerly done by the Maurice Collins agency, Chicago, was assigned to Mr. Larson.

Letterpress cooperation committeemen conferred last month in Milwaukee with officials of Printing Industry of America, Research and Engineering Council of the Graphic Arts, American Photoengravers Association and representatives of other industry groups and equipment interests. They discussed procedures for setting up the letterpress program.

Under IAES board discussion is a possible eventual move of International headquarters office from Cleveland to Printing Industry of America's building in Washington, D.C., or to another site nearby.

Assigned to Mr. Larson, in addition to public relations work, are all duties connected with association publications, educational material, technical bulletins, membership solicitation, conference and convention programs, finances and per-

sonnel relations. More funds were authorized for these purposes. Additional personnel and office space will be required.

The board took favorable action on plans for new projects and expansion of activities. Greatly improved communications in the association and the industry it represents are due for immediate developmental work.

This year's convention will be held Oct. 21-24 at the Americana Hotel, Bal Harbour, Fla. Next year's late October convention may be staged at the Shamrock Hotel, Houston, Tex. The 1959 parley is slated for the Hotel Biltmore, New York City, to coincide with the Seventh Educational Graphic Arts Exposition, Sept. 6-12.

## Plan Cornerstone Laying For N. Y. Printing School

Jan. 17, midway in Printing Week 1957 and the 251st anniversary of Benjamin Franklin's birthday, is the time set for laying the cornerstone of New York School of Printing's \$7-million building.

For sponsoring this event and other ceremonies in connection with what will be the world's finest vocational school of its kind, the Board of Education has named 17 printing, publishing, advertising, education and government leaders, including Governor Averell Harriman and Mayor Robert F. Wagner.

Printing representatives are Francis H. Ehrenberg, president of Blanchard Press, Inc.; Don H. Taylor, president of the New York Employing Printers Association, and William H. Walling, Publishers Printing-Rogers Kellogg Corp. executive committee chairman and former president of Printing Industry of America.

Other members are Charles H. Silver, president of the Board of Education; Dr. William Jansen, superintendent of schools; David M. Freudenthal, chairman of the Advisory Board for Vocational and Extension Education; William H. Friedman, chairman of the Graphic Arts Edu-

## MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

cational Commission; Dr. Grayson Kirk, president of Columbia University; George P. Brett, Jr., president of Macmillan Co.; Charles McNally, president of the Allied Printing Trades Council; George Meany, president of AFL-CIO; Bruce Barton, board chairman of Batten, Barton, Durstine & Osborn, Inc.; Henry R. Luce, editor-in-chief of *Time*; Donald C. McGraw, president of McGraw-Hill Publishing Co., and Arthur Hays Sulzberger, publisher of the *New York Times*.

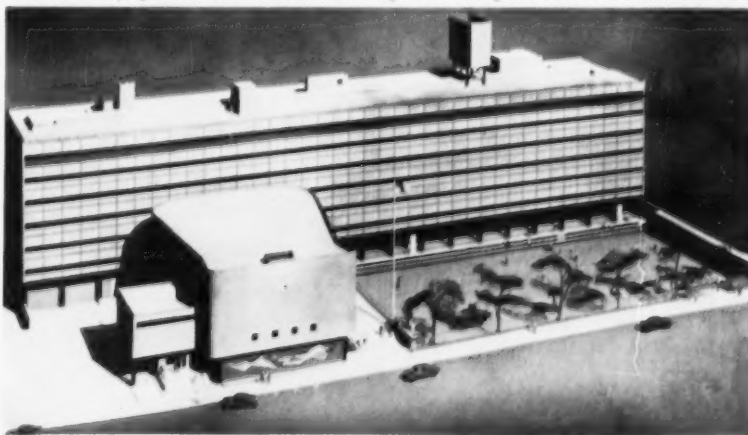
The new building will rise seven stories on a two-acre plot and contain 66 shops and classrooms, auditorium, gymnasium and cafeteria. With facilities for 2,700 students, it will assure a continuing supply of trained workers for New York City's second largest industry.

## Howard N. King to Conduct Two Typographic Workshops

Howard N. King, typographer, book designer, vice-president of the Maple Press Co., York, Pa., and past president of the International Association of Printing House Craftsmen, will conduct in Denver on Feb. 2 the first of two typographic workshops under the supervision and direction of the Intertype Corp., for which he is typographic consultant. The University of Denver will sponsor the event in that city.

May 4 is the date and Stillwater, Okla., the place for the second workshop under Oklahoma A. & M. College direction with Oklahoma Press Association and other graphic arts groups cooperating.

Cornerstone laying for New York School of Printing new building scheduled for Franklin's birthday



## Howard J. Seel Promoted To Offset Engineering Post

Howard J. Seel has been promoted from chief development engineer for sheet-fed offset printing presses to chief engineer of the Cleveland division of the Harris-Seybold Co., Cleveland, Ohio. His new responsibilities include product development, engineering, and final testing. Mr. Seel has been with the company since 1936. He has been responsible for much of the design work on all late-model large Harris offset presses, and was instrumental in development of the Harris metal decorating press line.



Howard J. Seel

## Quebec Graphic Arts School In New Montreal Building

The Graphic Arts School of the Province of Quebec, the only institution of its kind in Canada to give complete instruction in all the printing trades and allied branches under one roof, has recently been opened in Montreal. The building consists of three wings, the administrative to the right of the main entrance, the shop wing to the left, and the classroom wing at the rear.

On the main floor of the administrative wing is a hall with a seating capacity of 300. Offices are above.

The classroom wing has space for equipment, recreation room, classrooms and shops for silk screening, engraving, drafting, commercial art, and other uses.

In the shop wing are shops for offset and photoengraving, chemistry and physics laboratories, and space for cameras, Linotypes, typography and other subjects. Pressrooms and bindery facilities are included in the new building.

The school can accommodate 400 day students and 1,500 students in evening



A herald of Jan. 13-19 is Miss Printing Week of Chicago, Patricia Scot, television singing star

classes. Previously, about one-quarter of this number of day students attended in the old location. The school began in 1925 as part of the Montreal Technical School.

### Electrotype Workshop Planned For March 2 in Cleveland

An all-day electrotype workshop will be held in Cleveland, March 2 starting at 9 a.m. There will be a display of electrotypes and press sheets printed from them, a speaker, discussion period, and a sound movie called "The Electrotype."

Tours of inspection through Ace Electrotype Co., American Electrotype Co., Art Electrotype Co. and Central Electrotype Co. have been arranged. The place of meeting will be at the Hotel Manger. The Cleveland Craftsmen's Club is sponsor.

## L. W. (Lex) Claybourn Dies; Was Color Process Pioneer

L. W. (Lex) Claybourn, a pioneer in color printing processes, died Dec. 10 in a Milwaukee hospital at the age of 73. Mr. Claybourn had been in poor health for the past several years. He lived at the Shorecrest Hotel in Milwaukee.

Born at Albert Lea, Minn., he organized an electroplating company at Winona, Minn., in 1907. He organized the Art Manufacturing Co. at Dubuque, Ia., in 1912. In 1914, he became a development engineer for a printing machinery company in Cincinnati.

Mr. Claybourn became vice-president and director of operations for the Menasha (Wis.) Printing & Carton Co. in 1918. While with this firm, he developed a process that printed pictures on ice cream and butter cartons.

He established the Claybourn Process Corp. in Milwaukee in 1921. Shortly thereafter, he designed the Claybourn multicolor press which printed from curved precision electrotype plates.

C. B. Cottrell & Sons Co. took over Mr. Claybourn's firm in 1937. Since then, he had been associated with several other printing firms.

Over the years, Mr. Claybourn patented over 200 printing processes.

He lived for a time in New York City but returned to Milwaukee two years ago.

Mr. Claybourn was an honorary life member of the International Pressmen's and Assistants' Union, the Printing House Craftsmen's Club in Milwaukee and several other cities.

### Rapid Roller Announces Expansion

The Newark, N.J., branch of Rapid Roller Co., Chicago, has moved to new and larger quarters at 218-224 Elizabeth Ave. This branch was first opened two years ago.



L. W. Claybourn

The new Graphic Arts School of the Province of Quebec has been opened recently. It can accommodate 400 day students and about 1,500 students at night





**YOURS**

on request:

portfolio of

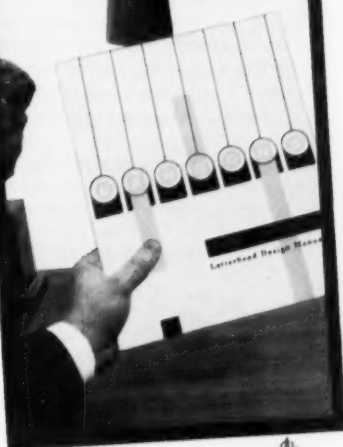
prestige letterhead

designs by

Lester Beall on

**Parsons**  
**PAPER**

... makers of permanent  
prestige business papers



WRITE ON YOUR BUSINESS  
LETTERHEAD FOR PORTFOLIO  
2C1: PARSONS PAPER CO.  
HOLYOKE, MASS. © PFCO  
1956



**A Friendly Invitation:** You are cordially invited to become a charter member, during 1956, of **The Parsons King Cotton Club** ... an exclusive group of men and women, who in the designing, producing or selling of fine printing, strive constantly to attain the high-quality craftsmanship on which the Graphic Arts Industry has been built.

## Parsons Letterhead Manual Helps Printers Sell New, Repeat Business

Printers who *know* Parsons papers tell us that they recommend a Parsons bond or writing for any important job. Here are some of their reasons:

- Customers seldom question the quality — Parsons makes only high-grade cotton fiber papers.
- Buyers like the "plus" values in prestige, appearance, "feel", (and often) the top permanence of the extra No. 1 grade — Parsons is competitively priced grade for grade.
- A first order usually leads to a repeat order, and often to additional printing where Parsons is specified.
- Pressmen like to run Parsons bonds — their work looks better (and *is* better) because the paper is made for good press work.
- Service on all Parsons papers is fast — shipment from paper merchants' stocks or mill stocks on same day your order is received, eliminates delivery problems.
- Parsons bonds are "safe" papers to recommend to any buyer — young or old, green or experienced, he seems to know that Parsons is *right* for — letterheads, envelopes, statements, billheads, and literally scores of other important jobs.
- Parsons adds dignity and prestige to the printer — odd but true, as so many printers who regularly stock and recommend Parsons papers know.
- Parsons Letterhead Design Portfolio is often a spearhead to start new business — thousands of printing customers across the country consult this Parsons Manual by Lester Beall regularly for sound design ideas.\*

*When you stock and recommend any of these Parsons cotton fiber papers, you'll guarantee yourself better printing jobs, stronger customers and greater profits:*

Cotton Content:	Parsons Bonds
100% Extra No. 1	Old Hampden Bond
100%	Parsons Bond
75%	Laconia Bond
50%	Edgemont Bond
25%	Heritage Bond
	<b>Parsons Writing</b>
100%	L'Envoi
	<b>Parsons Parchment</b>
100%	Parsons Diploma

### Parsons is preferred by your customers

When you recommend a Parsons Paper, it makes sense to your customer. He has been pre-sold by Parsons advertisements stressing prestige, performance and permanence. In 1956, Parsons advertising will appear in 12 magazines, including *Business Week*, *The Office*, *Office Executive*, *Office Management*, *Journal of Accountancy* and *Fortune*. To cash in on this advertising, it will pay you to stock and recommend Parsons bonds, writings, ledgers and indexes.



\*

**Parsons Paper Company • Holyoke • Massachusetts**

Gentlemen:

- ☐ Please mail me a complimentary copy of your Lester Beall *Letterhead Design Manual*.
- ☐ I would like to become a charter member of The Parsons King Cotton Club. Please mail information.

YOUR NAME.....

COMPANY.....

ADDRESS.....

STATE .....YOUR POSITION.....

## Well Managed Companies Survive: PIA President

(Concluded from page 37)

tional product. In the past, printing volume has fairly well paralleled the change in the Gross National Product so it would seem that the printing business will probably follow the pattern of the GNP on which adequate national data is available from various economic forecasts.

3. The study which PIA completed in 1956 indicates clearly that the well managed companies are able to deal with the increasing competitive market coupled with rising costs. In those well managed companies, there is still a potential for improved profit picture. For the industry generally, it is entirely possible that profits may continue to decline slightly.

4. Advances certainly have been made in the development of cold composition which, of course, have resulted in serious jurisdictional dislocations. These conflicts can be solved only by an understanding between the several craft unions at a national level, and until this is done, there can be no other outcome in local situations other than confusion which, of course, contributes to increased cost. New and improved equipment is constantly needed. There is a development which has been under way for many years which may be announced in 1957 that promises to have an important effect on industry processes.

5. By and large, the commercial printing industry is made up of small units, many of which are family companies. The greatest benefit to the greatest number of printing plants would be a revision in the tax structure permitting a larger exemption before corporation surtaxes apply in order that retained earnings can be used for expansion. Other changes would be desirable, but I do not believe that Congress will look favorably on any tax reductions which would materially reduce the total government income.

6. Unless the international situation results in a general war, it doesn't seem to me that it will have very much effect on business in general or on the printing industry. Should we get into a war, then, of course, all bets are off, and we could expect to be subject to all sorts of controls which undoubtedly would have a powerful adverse effect on income and profits.

7. The greatest problem facing the graphic arts industry as a whole is the inflationary spiral resulting from higher material and labor costs, and the need among many companies for improved management techniques now being demonstrated by a substantial number of profitably managed companies.

8. The answer to this one must be very general. The stronger the local or national association, the more each can do to help its members control costs, develop more

efficient plants, and improve their selling methods. So it's up to the individual members to support their associations so they can get the greatest amount of assistance.

## Bush Ink Is Now Division Of S&V of Canada, Ltd.

Matt J. Leckey, board chairman of Sinclair and Valentine of Canada, Ltd., has announced the company's acquisition of Bush Federal Ink and Roller Co., Ltd., whose main plant is in Toronto, with operating branches in Vancouver, Winnipeg, London, Calgary and Montreal. Canadian S&V, headed by Walter Kitchen, operates plants in all these cities except Calgary, and in Hamilton and Edmonton.

Mr. Leckey stated that Mr. Kitchen is continuing operation of the Bush business as a division of Sinclair and Valentine of Canada, Ltd.

Bush president W. H. Merry and other officers and employees remain in their positions. No plans have been made for merging Bush operations with those of Sinclair and Valentine of Canada.



Matt J. Leckey

## Chicago Machinery Laboratory Moves to Modern Factory

Chicago Machinery Laboratory, Inc., affiliated with the Miehle-Dexter organization, has moved to a new plant at 6200 W. 60th St., Chicago. The new plant occupies 20,000 square feet, is one-story, air-conditioned, and all four of its upper wall sections are entirely of glass.

Among the automatic machinery for the printing and textile industries that the company makes are McCain trimmers, signature feeders, folding machines and bookbinding stitchers.

Mayor Richard J. Daley of Chicago signs the proclamation to the citizens of Chicago on Printing Week, Jan. 13-19, with officers of the Chicago Club of Printing House Craftsmen assisting. From left, Edward M. Egan, first vice-president; Lowell L. Dummer, president; Walter R. Surgeon, Printing Week chairman; Mayor Daley; Steve Sluka, past president; Frank E. Swanberg, second vice-president



## Good Records Essential To Start Cost System

(Concluded from page 49)

tant factor, "a customer's receipt for time expended on his work." The rate you charge for it is, of course, something again, but certainly the time recording and its proper posting to the individual customer's order is a vitally important phase of financial housekeeping. Thus, each printer is assured of accurate information with which to correctly appraise the actual value of the job as compared with the estimate, and whether or not there should be a repeat performance at that same price.

Sometimes, when speaking to employees in plant groups, we have stressed this phase. Somehow problems of record keeping seem to disappear, for it is our experience that whenever the end use of a system is explained, one generally can obtain the cooperation of the participants.

What would happen if you decided not to pay bills because you could not take time to have the checks made out? What would happen if you decided not to do any billing to customers because you did not have time to figure out the charges?

The answers to these two questions are quite obvious, and you as owner would be the first person to "get after" the one responsible, even if it happened to be yourself! But you certainly would be interested in seeing that it was done.

Often the office staff is compiling information and valuable figures which, harnessed to the owner's active interest, could spell improved profits for him. Often he does not take the time to be interested, and the office staff realizes that the "boss" does not consider these matters important. They, too, lose interest and even though the work continues, there is no value to it because *you* the owner are not using it to build your business.

Record keeping does present a problem but the small printer can be closer to the ultimate results to make them work.

# Regional Association Heads Foresee Higher Volume

(Continued from page 44)

general feeling here is that the expansion of production facilities is needed, but must be undertaken cautiously.

Another point emphasized by most local firms is the need for a general price increase immediately. Increased costs in all phases of production and administration seem to be universal, and a recognition of the absolute necessity for passing some of this cost to the customer is widespread. Another problem voiced by several firms is the smoldering resentment that customers, particularly the larger ones, have the privilege of purchasing components of printing production at the same or even better prices than the printer.

## COLUMBUS, OHIO

### Printing Arts Assn. of Columbus

R. Reid Vance, Executive Secretary

Columbus has enjoyed a good printing year and looks forward to a continuance of substantially the same or a slight increase of volume in 1957. Quite a few plants are expanding their production facilities to meet customer requirements and offset the ever-creeping increases in operating costs. Like so many other areas, a shortage of skilled craftsmen exists, particularly in the offset field. As a result of this situation, both labor and management are seeking to correct this condition through better recruitment and training.



R. Reid Vance

Due to the many factors entering into increased costs and the ever-present competitive bidding, the over-all profit margin continues to slowly decline and the 1957 outlook points to a continuance of this trend.

Taxes constitute a major problem for financing expansion, but a number of local firms, recognizing that survival depends upon modernization, are going ahead gradually in the face of inadequate cash reserves.

Like other areas, the past year has witnessed an expansion of the small offset operation with many buyers of printing who are now producing small forms and other printing formerly purchased from commercial printers.

In addition to this trend, many small offset businesses have sprung up with equipment bought on a time basis with the result that the type of printing volume in today's market has witnessed a marked change and the credit situation may well prove a problem to graphic arts suppliers during 1957.

## VIRGINIA

### Virginia State Printers Assn.

Benjamin H. Cooper, President

Ed O. Meyer, Executive Secretary

Virginia's graphic arts industry enjoyed a healthy growth in volume during 1956. Reports of new construction and expansion of plants and purchases of new equipment indicate that the industry is gearing itself to take care of present needs and is generally optimistic over the future.

Many letterpress printers have added offset equipment this year, but only a few

have completely changed over to offset. The general opinion prevails that sound economy and efficient processing of customer's demands calls for a happy medium in the use of both letterpress and offset lithography.

The number of individual printing and publishing establishments in Virginia has remained fairly static in 1956, since failures, consolidations and plants going out of business have been offset by new establishments and new ownerships.

Virginia is enjoying a rapidly expanding economy with heavy industry locating



for top quality and  
production in Screen Process

The General line of modern equipment is specifically designed for the high production of quality screen process work. Printing presses, decorators, dryers . . . a complete line, precision built by General in a full range of sizes to meet your specific needs.

# GENERAL

a complete line



**CYLINDER PRESSES**  
with automatic feeders for high speed, quality screen process printing. Sizes range from 19x25" to 52x76".



**DECORATOR PRESSES (Series A)**  
designed for decorating large, rigid sheets of metal or other material for producing signs, displays, etc. Sizes from 19x25" to 28x43".



**DECORATOR PRESSES (Series B)**  
particularly adapted for high production of printed circuits, book covers, etc. Sizes range from 13x25" to 24x36".



**THERMO JET DRYERS**  
reduces drying time to seconds on many types of ink, coatings, resists, and adhesives. Available in a full range of twenty sizes.



**GENERAL RESEARCH  
AND SUPPLY COMPANY**  
572 South Division Avenue      Grand Rapids 3, Michigan

rather uniformly throughout the state. In addition, the defense areas along the Eastern coastline and governmental agency expansions in the Washington area have created a surge of new accounts for Virginia printers.

Better business and accounting practices stimulated by the Virginia State Printers Association and Printing Industry of America have had their effect on the industry and most Virginia printers find themselves in better financial condition this year as a result.

Optimism is the keynote for 1957 in Virginia. However, the Old Dominion is traditionally conservative and this will serve to regulate plans and procedures in the year ahead.

### THE CAROLINAS

#### Printing Industry of the Carolinas

William P. Jacobs, President

Eugene H. Salmon, Executive Secretary

Industries continue to move into the Carolinas and those presently here are ex-



William P. Jacobs



Eugene H. Salmon

panding. The result is a continuing increase in the volume of printing in the area with attendant increases in facilities.

The trend for erecting new and larger buildings for printers has continued in 1956, and projected into 1957 are a number of proposed additions to buildings and new buildings.

There is no surplus of skilled labor in the Carolinas. As a matter of fact, requests for additional employees are extremely difficult to fill. To encourage employers to train more printers, a program is under way for standardized apprenticeship training procedure.

1956 showed a substantial increase in the volume of printing over our norm period and it is reasonable to expect 1957 to continue the upward swing.

### UPPER MIDWEST AREA

#### Graphic Arts Industry, Inc.

Clinton E. Johnson, President

Paul J. Ocken, Vice-Pres. and Gen. Mgr.

The dollar volume of the printing business in the seven-state area served by Graphic Arts Industry, Inc., has been generally good during the past year and somewhat better than in 1955. We believe 1957 should be somewhat better than 1956.

The factors which will influence the printing business for better are a general



Clinton E. Johnson



Paul J. Ocken

feeling of confidence if not optimism on the part of most lines of business. The factors which will influence the printing for worse are increased pressures on the part of labor organizations and lack of sufficient organization on the part of employers to cope with such demands.

Most printing organizations make a considerable point of the fact that printers produce a net profit of less than 3 per cent on their net sales and completely disregard the fact that their net sales represent on the average approximately six and a half times their net working capital.

They all too frequently overlook the fact that net profits on net working capital are averaging in the vicinity of 19½ per cent. While this percentage is not as great as the net profits on working capital of some other industries, it is, nevertheless, better than quite a number of them. Our authority for these figures is Dun and Bradstreet.

Printers are having trouble getting enough competent help primarily because they are not doing enough themselves to recruit the right kind of personnel for the printing business. They are not extending themselves either from a standpoint of effort or expenditure to train sufficiently enough people.

### PHILADELPHIA

#### Printing Industries of Philadelphia

Arthur H. Kinsley, President

Noel Rippey, Executive Secretary

In general, the dollar volume of business in the Philadelphia area held up and increased during 1956. Total volume was higher in 1956 than in any preceding year, although profits are not as great as they were during the late 1940's. We believe that profits in 1956 will be still slimmer than in 1955 because of the increasingly competitive nature of the busi-



Arthur H. Kinsley



Noel Rippey

ness and the tendency for the large volume work to go to specialists who can handle these accounts on a narrow margin.

Manpower continues to be tight, particularly in the composing room, due in large measure to the fact that the newspapers do not train as large a proportion of manpower as they consume. The commercial shops are taking a farsighted view of their manpower requirements and, for the most part, are doing an excellent training job.

Expansion of facilities continues, generally with no net addition of manpower required. The move into offset continues, and there is a great deal of interest in photographic composition, with considerable growth in the facilities of several of our plants doing this type of work. Several new, large multicolor offset presses have been added to our area, with web-offset equipment anticipated for the near future.

We expect increasingly keen competition and believe that managements whose methods are traditional and unimaginative will have difficulty in surviving.

### MEMPHIS

#### Memphis Printing Industries, Inc.

Charles P. Hackett, Executive Secretary

There is little doubt the same things are happening in Memphis that are happening the country over. Increased sales volume, accompanied by decreasing net profits, seems to be the universal cry of printing management. Steadily climbing labor costs and increased fringe benefits, as well as higher material costs, are creating a steady climb in "cost of product"



Charles P. Hackett

that competition prevents passing on to the customer.

Some awareness of the need to find faster and more economical methods of production is becoming apparent, but we are still a long way from an answer to sensible competition. The desire to "keep the presses rolling" in too many cases takes precedence over getting the right price for the job. The fallacy that volume is the answer to all profit ills still persists. Some who are ignorant of their true cost picture because of a lack of any cost records are stretching the span between the normal, sensible quotation and the ridiculous one. All this is having its effect on the buyer of printing, for he is becoming more conscious of the benefits of asking for more bids, knowing surely that he will find the printer who will take his job below the market value.

Can we educate the printing industry here that it is vital to know their costs? Can we instill in them that it is also im-



portant that their costs be held down and their production standards kept up? Can we show them that a reasonable profit is necessary on every job if they expect to continue in business? We hope so.

#### MINNEAPOLIS-ST. PAUL Printing Industry of Twin Cities

A. F. Heavers, Managing Director

The consensus of printers in the Twin City area is that business volume for 1956 slightly exceeded that of 1955, and indications are that in 1957 the present level will be maintained as to gross product. However, the profit picture is a different story. Net profits after taxes have been steadily declining, and there is no evidence that this will improve during 1957, unless management, through its initiative and ingenuity can meet the challenge of higher costs and the shortened work week by keeping pace with technological improvements in equipment and utilization of the ultimate in men, methods and materials.



A. F. Heavers

#### NEW ENGLAND Graphic Arts Institute of New England

Luther M. Child, Jr., President

Howard S. Patterson, Secretary-Manager

The 1956 dollar volume of the printing industry of this area shows a 5 to 8 per cent increase over 1955. As compared to the average of 1950-1-2, which is our base period, volume for 1956 shows an increase of approximately 28 per cent.

Our members look forward to this year with confidence that the present increased volume will continue, barring, of course, an explosion in the present international situation.

Profitwise, the increased volume in 1956 has not produced an equal increase in profits. In fact, the increase in costs during the middle of 1956 has had to be absorbed by those bound by long-term printing contracts. The present average percentage of profit does not compare too favorably with the national average but the reason for this is understood by our printer members.

The supply of skilled help has been a problem for some time, and immediate steps are now being taken to obtain better material for training. A program of intensified apprentice training in cooperation with the several craft unions is being put into operation, and more attention is being given to the selection of these apprentices and their training.

There has been considerable expansion in installing offset equipment by those printers previously completely letterpress.

#### TEXAS

##### Houston Graphic Arts Association

Jarold S. Joseph, President

O. K. Eden, Executive Secretary

Volume-wise 1956 has been considerably better than 1955, but the per cent of profit has not been maintained. We look forward confidently to a continued increase in sales volume, and we are going to try to persuade our members and the industry to do a better selling job so as to earn more profit.

Unfortunately, too many printers are permitting the buyer and competition to

set the price for the goods they manufacture instead of selling the job at its proper worth. Too many of us are forgetting the basic principle, "never sell below cost plus a profit," because too few of us know what our true costs are and apparently refuse to recognize the importance of ascertaining our true costs and then adding a profit.

The manpower situation has always been with us insofar as competent personnel is concerned. However, the association will continue to make its members and the industry aware of the necessity to attract and train new people.

# Don't go in the red



... take up the slack in  
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**Base that's built for speed**



**The Blatchford  
Catch...**  
strongest  
simplest  
fastest  
plate "anchor"

Make up... line up... lock up... split-hair registration... all go faster on Blatchford Base. Here's why. The Blatchford "honeycomb" has more than 860 holes per square foot. Plates can be spotted quickly and lined up fast following guide marks on Base. The ingenious Blatchford Catch speeds registration. For big moves, shift catches from hole to hole. For exact registration, a turn of the key in the catch gives point-by-point movement.

That's not all. When plates are in register and catches tightened, the form is anchored for keeps. Plates can't walk and work loose. Press stoppages due to plate shifting and uneven plate wear are eliminated. Long runs are a cinch on Blatchford.

Don't go in the red because of sluggish, inefficient plate mounting equipment. Switch to Blatchford and boost your profits—whether you're doing regular commercial work, or cartons and labels, or books and catalogs.

#### NATIONAL LEAD COMPANY

E. W. Blatchford Dept.

111 Broadway  
New York 6

Offices in  
Principal Cities



# Equipment and Supply Leaders Optimistic

(Continued from page 45)

lem of increasing costs, 3M's Printing Products Division has embarked on an expansion program for 1957 which will substantially increase present production capacity.

The current year will also see the completion of the new Graphic Products Group laboratory now under construction in St. Paul. These new research facilities will enable 3M to provide expanded service to its customers and to meet the mounting requirements of the printing trades.

## E. P. Lawson Co., Inc.

New York City, N.Y.

D. W. Schulkind, President

The year 1956 has fully met all of our expectations. We have had a remarkable increase in both the dollar volume of our business and in units sold.



D. W. Schulkind

The outlook for 1957 looks very encouraging. The continued increase in the standard of living, the industrial expansion, together with the normal growth of the country makes every promise for another good business year.

Some projects that we have been working on for a number of years and that have been in the experimental stage or in plants subject to continued tests are now approaching the point where they will be ready to be offered to the trade. This equipment will serve to broaden our line of cutters and bindery equipment.

The continued rise in labor costs places upon manufacturers a challenge to develop equipment that will serve to increase production and if at all possible to improve the quality of the finished job. It is necessary if the printing industry is to meet competition successfully from other advertising media. We are continually expanding our engineering department and endeavoring to develop equipment to meet this challenge.

## New Era Manufacturing Co.

Paterson, New Jersey

H. C. Lockwood, President

Our dollar volume was 15 per cent higher in 1956 than it was in 1955. The outlook for this year is as good if not better than last year. We are planning on expanding this year but plans are not yet definite. We have not added any lines of foreign-made equipment and don't plan to do so this year; such equipment doesn't bother us in any way at present. I don't

see that any changes in the national tax situation can be made right now. Fortunately, there aren't any special problems bothering us.

## Didde-Glaser, Inc.

Emporia, Kansas

Carl Didde, President

Last year was a very successful year for us, and because we are a new company and expanding quite rapidly, we experienced approximately 50 per cent increase over 1955. We are anticipating approximately a 30 per cent increase in 1957 over 1956.

We are building a new plant and expect to move in and be in operation this month. Because we are operating in several different locations, we are anticipating a 10 per cent increase in production due to the consolidation.

We are beginning to make shipments to foreign countries. In 1956, we shipped our first machines to England and Sweden, and regular shipments are now being made to Canada. We expect to begin shipments to the continental countries of Europe this year.

## Heidelberg Western Sales Co.

Los Angeles, Calif.

W. P. Louffs, President

As distributors of Original Heidelberg presses in 18 western states, we found the year 1956 to be a highly satisfactory one.



W. P. Louffs

Our dollar volume increased substantially over 1955, but this was absorbed by increased operating costs. Having expanded our cylinder press activity, we look forward to a similar volume increase in 1957.

Over-all, the printing industry should enjoy a better year in 1957. Our own plans call for additions to sales and supervisory staffs, as well as in various service departments. A new plant and offices will be constructed in Los Angeles. We will continue to operate our pressmen's schools and cooperate with all groups on industry educational matters.

In regard to taxes, we feel that an increase in surtax exemption to \$75,000 or \$100,000 for corporate plants is needed. The present tax rate of 52 per cent on income in excess of \$25,000 imposes great hardship on small corporations and prevents retention of earnings necessary for replacement of old equipment, for maintaining adequate reserves, and for sound, continued growth.

## R. Hoe & Co., Inc.

New York City, N.Y.

J. L. Auer, President

Speaking exclusively for Hoe, we booked for the year ended Sept. 30, \$21,500,000 of new orders, about \$3-million



J. L. Auer

over the previous year, and there has been little indication of a slackening in the volume of quotations requested of our firm.

In the past two years we have expended over \$2-million for new machine tools and subsidiary plants

and have no immediate plans for additional major items of this nature, but continue to be alert for opportunities to diversify our line of products.

We recently contracted to represent M.A.N. of Augsburg, Germany, in their lines of platemaking and kindred machinery and certain special presses of types not manufactured by Hoe, and the indications point to a nice volume of business in this field. In the large press field, the competition of low-cost foreign-built presses does not yet appear likely to overcome the preference of American publishers for presses manufactured in the United States.

As regards special problems, I feel that the printing equipment industry would be in better position to tackle them if all of the important manufacturers of such equipment were members of the National Printing Equipment Association, Inc. This would make available statistics which would be much more significant; each could benefit by the experience of others and our opinions with respect to the incidence of taxes would carry more weight.

## H. B. Rouse & Company

Chicago, Illinois

Harry W. Knoll, President

Last year was an exceptionally good year for our company and we anticipate that our volume for the year will be 15 per cent to 17 per cent greater than it was in 1955.



Harry W. Knoll

In planning for 1957, we anticipate that our volume will be at least as great as 1956 and possibly will show at least a 10 per cent improvement.

We are not planning to enlarge our plant, but are seriously considering some

(Turn to page 87)

# NORTHWEST

## PEDIGREED PAPERS

*always make good printing better*



**THE NORTHWEST PAPER COMPANY**

CLOQUET,  
MINNESOTA





# **NORTHWEST PEDIGREED PAPERS**

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Mountie Text  
Northwest Velopaque Text  
Northwest Velopaque Cover  
Northwest Index Bristol  
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Mountie E. F. Book  
Mountie Eggshell Book  
Northwest Bond  
Northwest Ledger  
Northwest Mimeo Bond  
Northwest Duplicator  
Carlton Bond  
Carlton Mimeograph  
Carlton Ledger  
Carlton Duplicator  
North Star Writing  
Non-Fading Poster  
Map Bond

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Northwest  
Nortex White  
Nortex Buff  
Nortex Gray  
Nortex Ivory  
Carlton

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CLOQUET, MINNESOTA

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Minneapolis 2, Foshay Tower  
St. Louis 3, Shell Building



THIS ADVERTISEMENT PRODUCED UPON MOUNTIE TEXT—70 LB. BASIS



new equipment to help handle this new volume next year.

We have not become involved with foreign equipment during the last few years nor do we anticipate handling foreign equipment in years to come.

Other foreign-made printing equipment is being shipped into this country at a very substantial rate, but it has not bothered us in our line at present. We do run into some foreign competition in South America and other parts of the world, but in spite of this competition our foreign volume has been increasing.

In accordance with a feeling of most corporations in our industry and other industries, we do believe our country needs a complete tax overhaul.

It is our contention that reduced corporate rates would yield as much or more revenue to the government than they are getting out of the excessive high rates.

We also think that the whole depreciation setup should be changed. It would be highly advantageous in our industry if each company were allowed 10 per cent or thereabouts of their net profits before taxes for the purchase of new equipment which could be written off as a deductible expense. Such a program has been suggested in Washington, although they have been considering a much lower percentage. Naturally, this type of deduction would have to be granted to every industry, but we believe it would be a terrific stimulant for all companies to put in new equipment and would be a great boost to the machine tool industry as well as our own industry.

#### Ideal Roller & Mfg. Co.

Chicago, Illinois

E. B. Davis, Vice-President

Our four factories, including our new one at Chamblee, Ga., handled about 30 per cent more business in 1956 than we did in 1955 and it looks very much, from preliminary reports, as if 1957 will show a slight increase.



E. B. Davis

We do not plan the addition of any more new units in 1957, although we may increase the number of our sales offices in order to

give closer personal contact service to our customers.

The advent of foreign presses in the American market has given us a few headaches because the specifications for roller replacements are rather difficult to obtain from foreign manufacturers and we have had to work this out pretty much on our own or with the cooperation of American press builders.

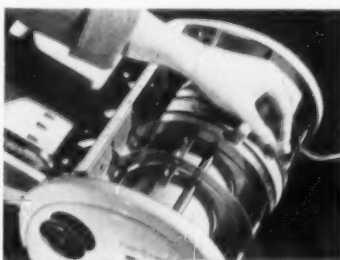
We have noticed quite an increase in the use of flexographic presses and a con-

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It costs money to interrupt scheduled long runs on your regular folder in order to handle those small rush jobs so frequently demanded. Get an FH to fold these necessary nuisances. It will do them fast—and at much lower cost.

Compact and light, it can be moved anywhere, used easily by anyone, doesn't need skilled operators. Just move two knobs to the required measurements and it's ready to fold in seconds!

Electrically driven, with semi-automatic feed, it is far faster than hand folding. It can make two folds at once, double-fold 8½ by 11 sheets up to 5,000 per hour. With automatic feed



Move two knobs on inch scales to fold widths wanted—and the FH is ready to go!



Sets up in seconds... costs less than a typewriter.

(optional at slight extra cost) it is even faster.

The FH makes eight different folds, handles sheets as large as 8½ by 14 inches, as small as 3 by 3 inches; most weights and finishes. It even folds sheets stapled together.

The FH costs less than a typewriter, earns its cost many times over in a year. Call your nearest PB office for a demonstration. Or, send the coupon for free illustrated booklet.

The larger Model FM, fully automatic, folds up to 19,000 sheets an hour.



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tinued upsurge in lithographic equipment. We have had such excellent cooperation with machine and press builders this past year that special problems have bothered us less than ever before. Ink manufacturers, too, seem to be more conscious than ever before that media for distribution must be explored more carefully before introducing new solvents and vehicles. All of this has worked to the benefit of the users of our products.

The graphic arts industry is coming of age in its approach to special problems and is realizing that by consulting with manufacturers and suppliers everyone in the industry benefits.

#### **Goodyear Tire & Rubber Co. of Massachusetts**

New Bedford, Mass.

E. R. Coote, Manager, Printers' Supplies Sales

Our 1956 dollar volume was considerably ahead on items that we manufacture and sell as compared with the volume of 1955. According to bookings received to date, our outlook for 1957 will be as good as 1956, with some slight increases.

Goodyear Tire & Rubber Co. has a great deal of faith in the future, and is spending a considerable amount of money on new equipment to be used in the manufacture of printers' supplies. We have added several new items to our line which we feel are beneficial to the graphic arts industry, as we are constantly striving to manufacture products that will help to eliminate or lessen downtime in both offset and letterpress printing.

We have had some problems in the past on foreign-made material coming into this country which is sold at a much lower price, and because of our high standard of living in the United States, it has hurt us somewhat, but believe that

with the superior products manufactured in this country, we can offset or overcome this problem. However, if some of the cheap items being manufactured by foreign concerns would carry a higher tariff, it would go a long way towards helping the manufacturers in this country, as we are constantly confronted with the low labor costs in foreign countries.

#### **Miehle Printing Press & Mfg. Co.**

Carlton Mellick, Vice-President—Sales

Predictions indicate that business in the printing machinery field will increase in 1957, and we estimate an advance of about 10 per cent over 1956. The heavy machinery industry has been expanding for several years and the market for these products is far from exhausted. The printing field is saturated with old presses, and the new high speed equipment available today is prompting most progressive printers to formulate plans for the replacement of these old machines to get better production and put themselves in a better competitive position.

Our shipments in 1956 were approximately 20 per cent ahead of 1955, and while we don't expect quite as large an increase in 1957, we do feel sure that business for the coming 12 months will be excellent.

It appears that more machinery will be purchased on a time basis than we have experienced during the past few years. This is mainly due to the tight money market, and there seems to be no indication in the national picture that high interest rates will be reduced.

We have no present plans for expanding plant facilities and our principal immediate problem is to get more factory help, which has been short in this area for the past year.

## **Paper Industry Cautioned To Be Competitive in '57**

Industry's increased capacity to produce must be met by increased sales effort if prosperity is to be maintained in the years



A. G. Sharp

ahead, members of the Graphic Arts Association of Wisconsin were told Dec. 14 by A. G. Sharp, vice-president of the Kimberly-Clark Corporation, Neenah, Wis.

Citing figures indicating a total productive ability of \$570-billion by 1966, Mr. Sharp said that \$130-billion will have to be added to the level of sales to consumers in that period to support the expanded production. The capital goods boom, Mr. Sharp said, indicates continuing consumer growth and in turn "means your customers will have to sell and advertise harder, and it means you will have to sell them on the advantages of the printed word as a means of advertising."

The paper company executive told his audience that the graphic arts industry has a big job to perform in the next few years because "the printed word or picture is such a powerful sales tool, and every sales tool will be needed to move our nation's increased productive capacity."

Continued growth of the printing industry, both in dollar volume and number of employees, "will be influenced by the manner in which the user of printed advertising and sales promotion is sold on the relative merits of advertising media," according to Mr. Sharp. He urged graphic arts men to promote their own services, and to train more professional salesmen "as distinguished from the order takers."

The paper industry, Mr. Sharp said, is spending and will continue to spend millions to increase plant capacity to supply paper needed by the printing industry, and also is investing millions of dollars annually in research so that "as new printing processes are developed or old ones improved, you can be sure that paper designed to meet the needs of these processes will be developed." And he cautioned graphic arts men that "to be competitive and get your rightful share of the total advertising and promotion dollar, you will have to continue to upgrade your finished product."

Mr. Sharp listed these steps as preparation for "this challenge of the future": "The No. 1 job right now is to become sales-minded; let us sell the buyer on the value he is getting for his money; let us show printing buyers that costs for commercial printing and direct mail are not out of line with other media."

## **Increased Material Costs To Squeeze Profits—APPA**

(Concluded from page 40)

will doubtless be replaced, according to preliminary reports, by a new high production for 1956 of approximately 31½-million tons. During the first six months of 1956, paper and paperboard production showed an increase of 9.1 per cent over output in the comparable period of 1955.

This volume of 1956 production was accompanied by a substantial increase in the volume of sales but a relatively stable picture of net profits in comparison with 1955.

The pulp, paper and paperboard industry, like many other American industries, has been going through a period of greatly increased volume of dollar sales, but this has been accomplished by substantially increased costs in labor, transportation and raw materials, resulting in some compression of the net profits picture. It would seem that the squeeze in profits, occasioned by these fixed cost increases,

is likely to continue in 1957, notwithstanding anticipated higher production.

Perhaps the critical problem facing the pulp, paper and paperboard industry during the next three-year period, early manifestations of which many begin to appear in 1957, is the expansion program actually now under way or definitely contemplated in the two or three years ahead, coupled with those projects in the active planning stage.

While I think there would be a general agreement throughout the industry that there will, at a future date, be full utilization of this expanded production, there is justifiable concern about the prospect of too much, too fast. A summary view of the history of the industry over the past 30 or 40 years is marked by periods of excess and idle capacity which has violated sound economics for an industry of such high fixed capital costs. Possibly another critical period impends during the next three years for the industry.

## CONVENTIONS WHAT - WHERE - WHEN

### JANUARY

International Printing Week, Jan. 13-19.  
International Printing Education Week, Jan. 13-19.

New York State Capital District Mechanical Conference, Sheraton Ten Eyck Hotel, Albany, N. Y., Jan. 19-20.

Top Management Conference-Printing Industry of America, Biltmore Hotel, Palm Beach, Fla., Jan. 27-Feb. 1.

Plant Maintenance & Engineering Show and Conference, Cleveland Public Auditorium, Cleveland, Ohio, Jan. 28-31.

### FEBRUARY

Southwestern Typographic Composition Assn., mid-winter conference, Roosevelt Hotel, New Orleans, La., Feb. 8-9.

American Paper & Pulp Assn., annual convention, Waldorf Astoria, New York, Feb. 17-22.

Technical Assn. of the Pulp & Paper Industry, annual meeting, Commodore Hotel, New York, Feb. 18-21.

Rotary Business Forms Section of Printing Industry of America, Edgewater Beach Hotel, Chicago, Feb. 21-22.

Northwest Mechanical Conference, Hotel St. Paul, St. Paul, Minn., Feb. 23-25.

### MARCH

Electrotype Workshop, Hotel Manger, Cleveland, Ohio, March 2.

Gravure Technical Assn., annual convention, Drake Hotel, Chicago, March 6-8.

Southern Newspapers Publishers' Assn. (Western Div.), Mechanical Conference, Hotel Galvez, Galveston, Tex., March 10-12.

Printing Industry of America, Printing Sales Conference, Edgewater Beach Hotel, Chicago, March 21-22.

Mid-Atlantic Newspaper Mechanical Conference, Sheraton Hotel, Philadelphia, March 21-23.

National Paper Trade Assn., spring convention and exhibition, Waldorf Astoria Hotel, New York, March 25-27.

Advertising Art, Photography and Modern Reproduction Show, Biltmore Hotel, New York, March 26-28.

Folding Paper Box Assn. of America, annual convention, Drake Hotel, Chicago, Mar. 31-Apr. 4.

### APRIL

Lithographers National Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va., April 1-3.

Southern Graphic Arts Assn., annual convention and exhibit, Battle House, Mobile, Ala., April 4-6.

National Packaging Exposition of American Management Assn., International Amphitheatre, Chicago, April 8-11.

International Assn. of Electrotypes & Stereotypers, spring technical conference and exhibition, Statler Hotel, Buffalo, N.Y., April 10-11.

Point-of-Purchase Advertising Institute, annual symposium and exhibit, Palmer House, Chicago, April 10-12.

### MAY

Eastern Seaboard Conference of the Graphic Arts Industries, Cavalier Hotel, Virginia Beach, Va., May 2-4.

National Assn. of Litho Clubs, annual convention, Palmer House, Chicago, May 2-4.

Iowa Daily Newspaper Mechanical Conference, annual convention, Hotel Hanford, Mason City, Ia., May 4-6.

Technical Assn. of the Graphic Arts, annual technical meeting, Benjamin Franklin Hotel, Philadelphia, May 13-15.

Research & Engineering Council of the Graphic Arts Industry, annual meeting, Benjamin Franklin Hotel, Philadelphia, May 15-17.

Fifth District Craftsmen's Conference, Brown Hotel, Louisville, Ky., May 18-19.

Technical Assn. of the Pulp & Paper Industry, annual coating conference, Pfister Hotel, Milwaukee, Wis., May 29-25.

## Cellophane Classified

(Concluded from page 52)

applications, the LSAT where some moisture is encountered.

These films with the L for less moisture are in between the PT or uncoated film and the regular coated films. The special coating allows some breathing of the packaged materials. The LST is used for produce, tomatoes, onions, peas in the pod, or for products that require controlled rate of moisture loss to prevent sogginess such as may occur in packaged sugared doughnuts; the LSAT is for bacon, corned beef, wieners and similar

products. Wrapping these things in a nonbreather cellophane would promote rapid growth of mold or slime. On these, there are no special printing problems.

(Part III will appear in the February issue.)

## Adcrafters Company Formed

A new typographic studio called Adcrafters Typographic Co. has been established in Portland, Ore. Paul Thresher, formerly associated with Paul O. Giesey's typographic studio, is president. Facilities include an Intertype Fotosetter, Filmotype and Prototype photographic handlettering machines, and an Adflex camera.



# WESEL FINAL SYSTEM

## keeps you from getting OFF BASE...

Hooks lock mechanically and will not budge until unlocked!

Withstands pressures up to 2200 pounds!

The ONLY system that can be re-racked ON THE PRESS!

Holds "down" time to an absolute minimum!

The Wesel BULL DOG hooks lock against racks and absorb all stresses that in other systems must be taken up by the parent metal itself. Consequently, the Wesel Final Plate Mounting System outlasts all others. The fact that re-racking can be done on the press holds "down" time to an absolute minimum. Order your new press Wesel-equipped or ask us about converting your present equipment.

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Machines



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**MANUFACTURING COMPANY**

1141 N. Washington Ave. Scranton, Pa.

## NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

### Simco Static Bars Described

Static bars for mounting on machines to neutralize material passing nearby are explained in language a six-year old boy can understand in a folder called "I Asked

My Daddy About Static." Copies may be obtained from the Simco Co., 920 Walnut St., Lansdale, Pa.

### Slitter and Rewinder Folder

Hobbs Manufacturing Co., Salisbury, St., Worcester, Mass., is offering a folder on Model MD slitter and rewinder. It is adaptable for paper, film and board and is made in 40-inch, 50-inch and 72-inch widths.

### Automatic Butt Splicer

Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N.J., has issued a data

sheet which describes the Champlain Automatic Butt Splicer. This machine was designed to increase efficiency and reduce waste while splicing paperboard. It is used inline with roll-fed equipment, primarily Champlain, but may be used with other equipment. It eliminates roll changeover time and press stops on web-fed presses. According to the data sheet, the machine, in a single operation at web speeds up to 300 fpm, synchronizes the speed of a new roll with the expiring roll, overlaps the two webs, cuts both simultaneously, ejects waste material, and butt splices the two ends securely with pressure-sensitive tape.

### Flexographic Printing Presses

Four models of Fischer and Krecke flexographic printing presses are described and illustrated in a brochure available from Kenneth J. Moore & Co., 1778 W. Estes Ave., Chicago 26.

### APPA Booklet on Paper

A 16-page illustrated booklet which highlights paper as a most used and useful everyday wonder has been issued by the American Paper and Pulp Association in cooperation with the National Paperboard Association and the Fibre Box Association. In layman's language, it stresses the impact of paper and paperboard on the national economy, describes how they are made, briefs the industry's history and forecasts its future in the atomic age.

Copies on a graduated price scale are available from APPA, 122 E. 42nd St., New York 17.

### Short-Run, Three-Color Advertising

New business opportunities through short-run three-color process are outlined and illustrated in "New Markets for Color Printers," a folder available from the Graphic Reproduction Sales Division, Eastman Kodak Co., Rochester 4, N.Y. Standardized procedures and elimination of lengthy handwork offered by this recently developed process are described. Uses for this technique include travel folders, point-of-sale displays, trade magazine inserts and others.

### Apprenticeship Training

Aims, organization and operation of the national apprenticeship program are detailed in a 32-page booklet, "Apprentice Training—an Investment in Manpower." Free copies are available from the Publications Branch, Bureau of Apprenticeship, U.S. Department of Labor, Washington 25, D.C.

### Rothchild Tags and Met-Glo Inks

Rothchild Printing Co. offers selling advice to tag manufacturers in a booklet called "Tips on Tags." Topics cover presenting the benefits of tags, giving instruction for use, and dramatizing designs.

A specimen sheet of Met-Glo printing inks is also available. These are metallic

**YOUR BEST BUY  
IN A PLATEN PRESS**

**Craftsman  
Automatic**  
with Side Delivery

TWO SIZES  
**10x15 12x18**



We'll gladly send full details

**THE  
Chandler & Price  
COMPANY**  
Cleveland 3, Ohio



# GPI

*all*  
types of  
ink from  
a single  
source

Whatever process you use... letterpress, gravure, flexographic, offset... you'll find that GPI inks fill every pressroom need. 7 famous brands are represented by the GPI label — covering the widest range of special and conventional applications.

You can be sure the ink GPI recommends—whether from stock or a custom formulation blend—will meet your requirements exactly... and economically. Years of practical experience stand behind GPI service. Remember, the solution to any printing ink problem is only a phone call away... at GPI.

**7 famous brands:** AMERICAN INKS • EAGLE INKS • FUCHS & LANG INKS • KELLY INKS  
MORRILL INKS • SIGMUND ULLMAN INKS • CHEMICAL COLOR & SUPPLY INKS

A Division of  Chemical Corporation



## General Printing Ink Company

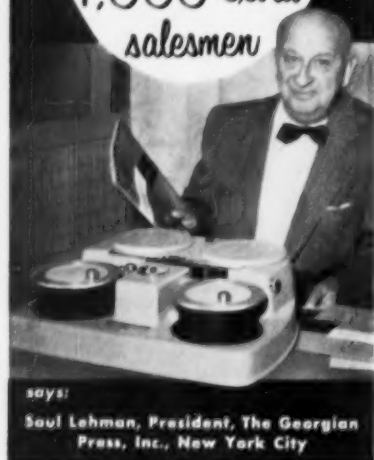
10th Street & 44th Avenue, Long Island City 1, N. Y.

### DIVISIONS OF SUN CHEMICAL CORPORATION

**HORN** (paints, maintenance and construction materials, industrial coatings) • **WARWICK** (textile and industrial chemicals) • **WARWICK WAX** (refiners of specialty waxes) • **RUTHERFORD** (lithographic equipment) • **SUN SUPPLY** (lithographic supplies) • **GENERAL PRINTING INK** (Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks) • **MORRILL** (news inks) • **ELECTRO-TECHNICAL PRODUCTS** (coatings and plastics) • **PIGMENTS DIVISION** (pigments for paints, plastics, printing inks of all kinds) • **OVERSEAS DIVISION** (export) • **A. C. HORN COMPANY, LIMITED** (Canada) • **GENERAL PRINTING INK CORPORATION OF CANADA, LIMITED** • **FUCHS & LANG de MEXICO, S. A. de C. V.**

# "Using Filmo type"

is like having  
1,000 extra  
salesmen



says:

**Saul Lehman, President, The Georgian Press, Inc., New York City**

**\* America's leading photo-composition machine . . . almost instantly produces quality hand lettering and display type.**

"Our salesmen are always equipped with the full set of Filmo type lettering catalogs. These include over 1,000 styles and sizes of Filmo type faces. And it's like having 1,000 extra salesmen! We show our customer the all-inclusive selection. He chooses the alphabet he wants. Then in production it's a matter of minutes to insert desired fonts into the Filmo type machine, set the copy and produce proofs perfect for paste-up. Filmo type gets us more printing jobs and more profit per job!"

- Easy operation! Anyone can produce Filmo type proofs.
- Automatic color spacing for exact letter-spacing.
- Desk-top size. Fits on any table or desk. No special facilities needed!

Filmo type catalogs prove that there's a Filmo type alphabet for every printing job . . . alphabets that sell for you!



Get complete details . . . mail this coupon

the **FILMOTYPE** corporation Dept. I.P.  
7500 McCormick Blvd.  
Skokie, Ill.

- ☐ Send information about the Filmo Photo Composition Machine and how easy it is to own.
- ☐ Have your representative give me a demonstration right in my own office. I understand there is no obligation.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

inks blended with colors to give a metallic glint. They are recommended for printing on tags. Copies may be obtained from the company at 52 E. 19th St., New York 13. For the tag folder, inquiries should be addressed to the Tag Division.

## Linecasting Parts Catalog

A 220-page catalog illustrating over 2,000 parts and accessories for Linotype and Intertype machines is available from Star Parts, Inc., South Hackensack, N.J. Each assembly is shown in an exploded view so every part is seen in proper relation to the assembly. Sections on casting, assembling, distribution and other categories are indexed with tabs. An up-to-date price list is included.

## Small Machine Lubrication

"Metered Lubrication for the Small Machine," Bulletin 4C, describes automatic and semi-automatic centralized lubrication systems. Topics discussed include factors to be considered in selecting the proper lubricator, volume of discharge, and desired frequency of lubrication. Cyclic and one-shot lubricators described have application to packaging, textile, office equipment and other small machines. Copies may be obtained from "Service," Bijur Lubrication Corp., 151 W. Passaic St., Rochelle Park, N.J.

## Artype 21 New Forms Folder

Twenty-one new forms of hand lettering, modern type faces and symbols and ellipses are shown in Catalog C-55 Supplement No. 1 from Artype, Inc., 127 S. Northwest Hwy., Barrington, Ill. Type faces include Wide Latin, Fortune Extrabold, Venus Extrabold and Medium, Futura Demibold, and Hellenic Wide.

## Industrial Humidifiers

"A Few Facts About Humidification for Industry," Bulletin No. 492, explains humidity and illustrates and describes Walton industrial humidifiers and instruments for checking relative humidity. Copies are available from Abbeon Supply Co., 179-15A Jamaica Ave., Jamaica 32, N.Y.

## Handbook of Color Photography

"How to Make Better Color Pictures" is a book produced by Ansco to aid in the use of high-speed Anscochrome color transparency and motion picture films. Chapters cover lighting for indoor photography and makeup for portraits, correct exposure, filters, a technical section, and other topics. Full color illustrations exemplify good and bad reproductions. Copies may be obtained at all photo shops at 75 cents each, or from the Department of Publications, Ansco, Binghamton, N.Y.

## Pressure-Sensitive Tape Manual

A variety of pressure-sensitive tapes such as colored printable tapes, packaging

and materials handling tapes, and high temperature and non-staining tapes are described in the "Mystik Manual of Pressure-Sensitive Products." A guide for selecting tapes by government specification, manufacturer's product number, type of tape, and specific application is included. Copies are available from Mystik Adhesive Products, 2635 N. Kildare Ave., Chicago 39.

## Series of Heidelberg Folders

Circulars on cylinder and platen presses are available from Heidelberg Eastern, Inc., 73-45 Woodhaven Blvd., Glendale 27, Long Island, N.Y. Included are folders on the 10x15 platen press and the 21x28 cylinder. There are also folders on carbon printing, making dies for embossing, embossing on the cylinder, and die-cutting.

## Third Quarter Better Impressions

The third quarter issue of "Better Impressions," volume XVI, is available from Mead Corp. Articles on "Do-It-Yourself PR," letterheads as business tools, and paper for the future are featured with other items of interest. Papers used include Printflex Coated Cover, Flat White English Finish and canary De & Se tints. Requests for copies should be addressed to the Advertising Dept., Mead Papers, Inc., 118 W. First St., Dayton 2, Ohio. Moistrite ledger and Moistrite duplicator are two sample folders also available.



"Better Impressions," vol. XVI is offered by Mead

## Thermo-Craft Price List Catalog

Eighty-eight thermographed specimens of wedding invitations, announcements and other stationery items are contained in a catalog and price list offered by the Thermo-Craft Press. Address requests to 160 Varick St., New York 13.

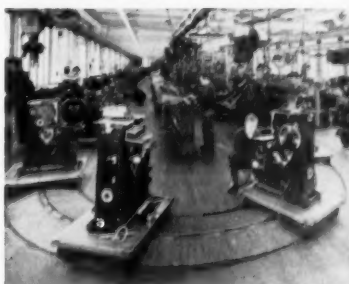
## Graeber Stringing Machines

A machine is on the market which strings price, merchandise and other kinds of tags automatically without skilled labor. It punches holes, strings, eyelets, and knots cord on tags. A bulletin explaining

74965  
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*the 75000<sup>th</sup> original heidelberg arrives in new york*



This is a scene of the assembly line at the Original Heidelberg factory. A completely assembled platen press leaves this assembly line every 18 minutes.



Mr. Bauerle, head of the platen press shipping department, seen checking shipping crate containing the 75,000th Original Heidelberg Printing Press.

Another milestone reached by the world's largest manufacturer of printing presses. Heidelberg's 75,000th press was installed this month. Join the thousands of printers everywhere who are "printing for profit" the Heidelberg way!

**ORIGINAL HEIDELBERG**

*over 75,000 Heidelbergs in use, world-wide!*

main distributors: Heidelberg Eastern, Inc., 73-45 Woodhaven Boulevard, Glendale 27, Long Island, New York • Heidelberg Western Sales Co., 118 East 12th St., Los Angeles 15, California • Heidelberg Southern Sales Co., 6319 Eppes St., P.O. Box 12301, Houston 17, Texas  
Heidelberg Sales and Service: Los Angeles, Calif.; New York, N.Y.; Houston, Tex.; Columbus, Ohio; Chicago, Ill.; Kansas City, Mo.; Phoenix, Ariz.; Salt Lake City, Utah; Minneapolis, Minn.; Denver, Colo.; Atlanta, Ga.; Portland, Ore.; Seattle, Wash.; San Francisco, Calif.; Albuquerque, New Mexico

this machine in detail is available from Graeber Stringing & Wiring Machine Co., Division of New Era Mfg. Co., 371 11th Ave., Paterson, N.J.

#### Old Colony Open House

To advertise its modern facilities in the new 40,000 square-foot building in Westfield, Mass., Old Colony Envelope Co. offers an "Open House" booklet. In it are shown the company's entire operations from the sales department through roll and sheet storage, raw material testing, research laboratory, die cutting, window envelope machines, and box making to decking, shipping and safety.

#### Photomechanical Color Reproduction

Graphic Reproduction Sales Division, Eastman Kodak Co., Rochester 4, N.Y., is the address from which to obtain the illustrated booklet, "Photomechanical Reproduction From Kodak's 8 Ways to Color." Five Kodak films, three reflection copy methods, and a description of films and plates are areas covered.

#### Wescar Offset From Oxford Paper

Oxford Paper Co. and Oxford Miami Paper Co. have issued a folder showing black and white and color printing on Wescar Offset regular finish opaque stock, which is also offered in vellum finish. Col-

ors available are white, ivory, canary, French gray, tan, green, blue, pink and golden yellow. Text describes Wescar advantages and those of Rangeley Offset and Carrollton Offset.

#### Envelope Dealers Price List

More than 100 standard and specialty envelopes in various sizes, styles and grades of paper stock are illustrated in a new Dealers Net Cost Price List #59. Tamperproof Safety Fold envelopes, Bank by Mail systems, and collection envelopes are some of the featured lines. Copies may be obtained from Northern States Envelope Co., Inc., 300 E. Fourth St., St. Paul 1, Minn., or from the Justrite Envelope Mfg. Co., 523 Stewart Ave. S.W., Atlanta 10, Ga.

#### Northwest Velopaque Text

A folder illustrating the printability of Northwest Velopaque Text and listing distributors is available from the Northwest Paper Co., 20 N. Wacker Dr., Chicago 6.

#### Book of Offset Ink Samples

A new plastic-bound color book showing 42 stock colors of Quickset Litho Ink is being offered by the Van Son Holland Ink Corp., 92 Union St., Mineola, N.Y. Transparency, varnish quality, and resistance to alkali are facts covered. Swatches of each color in 50 per cent and 25 per cent tints are included. Copies may be obtained from the company or its dealers.



MILLER

The Miller-E.B.CO 22 x 34 Offset Press with Feed Roll Register offers a quick, easy adjustment for the correction of "fan-out" on the tail of the sheet. The register bar, mounted on the transfer cylinder, is simply adjusted by means of finely graduated dials, to bow the sheet — either concave or convex — and thereby manipulate it to correct tail end distortion. Write today for a catalog describing the time and labor saving features of this fine press.

**miller**

**MILLER PRINTING MACHINERY CO.**  
1115 Reedsdale St., Pittsburgh 33, Pa.

**MILLER PRINTING MACHINERY CO. OF CANADA LIMITED**  
730 Bay St., Toronto 2, Ontario



Van Son Holland Ink Corp. offers color book

#### Kurshan & Lang Color Service

Kurshan & Lang Color Service, 10 E. 46th St., New York 17, is offering a color data and price list booklet. The services available include processing of Ektachrome, Kodachrome, movie film and others; copying of separation negatives, black and white negatives for Flexichrome, etc.; duplicating; color prints and printing, and masking.





**MILES AHEAD...**



**INKS**

**S&V top-quality inks mean  
more mileage . . . assure you of  
better press performance at a lower  
production cost! We manufacture them under  
a stringent system of quality  
controls. That's why S&V inks  
are uniformly superior . . . give you  
finer results on every job you run.  
If you're looking for an ink that performs  
better and will give you more mileage,  
call your S&V representative. He'll have  
an S&V ink that's perfect for any purpose—on any surface!**

**OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST**

**Sinclair and Valentine Co.**

**Main Office & Factory, 611 West 129th St., N. Y. 27, N. Y.**

## DO YOU KNOW THAT...

JOHN T. PRENTKI, associated since early 1956 with Kindred, MacLean & Co. division of the Progress Lithographing Co., Cincinnati, has been named treasurer.

DUNCAN M. FITCHET has been appointed to the newly created position of general manager of Rand McNally & Co.'s

Skokie, Ill., creative division. ROY D. WELCH, JR. succeeds him as assistant to the president.

FRED DANNER, Danner Press, Inc., Akron, Ohio, has been elected to his fourth two-year term in the Ohio senate.

FREDERICK B. ASTLEY, assistant manager of the Rochester, N.Y., photo products plant of E. I. du Pont de Nemours & Co., has become sales service manager of the photo products department in Wilmington, Del.

ROGER C. HILL, formerly executive vice-president of Maverick-Clarke and its subsidiary, the Clarke Printing Co., San Antonio, Tex., has become president to

replace his father, RUSSEL C. HILL, who is now chairman of the board of directors. JIMMY ELROD has advanced to executive vice-president and T. B. TUCKER is merchandising manager.

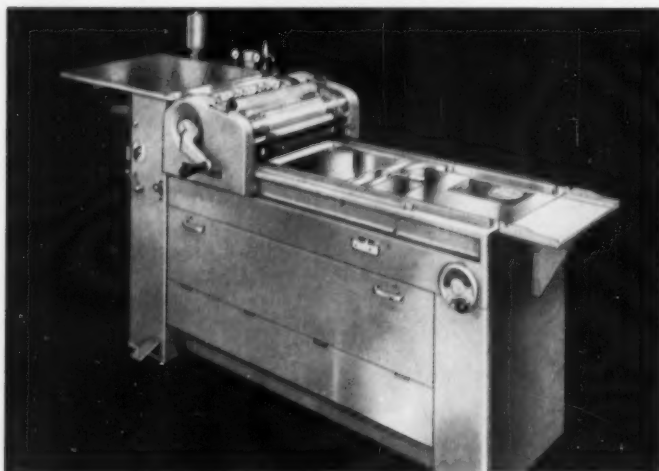
MAHLON CLINE, art director, designer and typographic consultant, has been named acting director of the Division of Art, Pratt Institute Evening School, Brooklyn, N.Y.

WHITRIDGE S. AMOS, president of I. R. Amos & Co., Baltimore, has incorporated this trade bindery business. JAMES J. MOORE has become vice-president and general manager. He was formerly vice-president of Barton-Cotton, Inc., where he served as production manager, estimator and in selling.

ARTHUR WOLFF has been elected president of the H. Wolff Book Mfg. Co., New York City. BERTRAM WOLFF is the new board chairman; HERBERT N. SHRIFFE was elected vice-president and secretary, and WILLIAM W. WILKENS is treasurer.

## The Vandercook 15-21 Test Press

An entirely new design—with many important features



**ADJUSTABLE BED**—with which exactly the right impression can be obtained of plates or forms on the bed or on galleys.

**INK FEED**—which feeds ink automatically direct from a standard ink can.

**SPRAYSET**—to automatically spray sheets with an ink setting solution immediately after printing.

**PLASTIC COVERED INKER**—a hinged plastic cover protects operator from power driven inking rollers and keeps them dust free.

**SHORT CYLINDER TRAVEL**—makes it unnecessary to travel the cylinder the full length of the bed when proving short forms.

### VANDERCOOK & SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factory  
3601 W. Touhy Ave., Chicago 45, Ill. Phone: ROgers Park 1-2100  
Eastern Office & Demonstration Room  
323 E. 44th St., New York 17, N.Y. Phone: MUrray Hill 4-4197  
Western Office  
3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUmkirk 8-9931  
In Canada, Sears Limited



\* \* \* PRINTERS SHOULD MOUNT THEIR OWN PLATES \* \* \*



Arthur Wolff



Bertram Wolff

PAUL B. CHAPUT of Edison Photo Engraving Co. is the new president of the Graphic Arts Square Club, New York City.

ALBERT A. VERRAULT, vice-president and treasurer of Alumni Offset, Inc., New York City, died Nov. 29 at the age of 56. He had been associated with the lithographic industry for more than 30 years.

F. HUBBS KETTLES has been elected a director of Hubbs-Lindenmeyr Corp., formerly the Hubbs Corp., in New York City. He was also elected a vice-president of the Charles F. Hubbs Co. division in Long Island City, N.Y.



Irv Tucker



Burt Schrader

IRV TUCKER has been appointed regional West Coast manager of a new plant being constructed in Oxnard, Calif.,

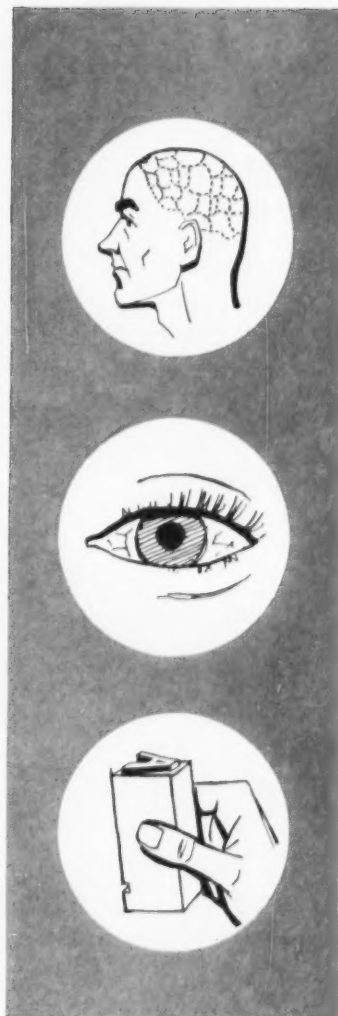
# IDEAS



# SELL



# PRINTING



...and



## Here's the

"smart way" to attract attention to any man's product and make him an eager buyer of printed point-of-purchase advertising. KLEEN-STIK—the moistureless, self-sticking adhesive—does just that! It's a sure way to make dealers want and use many types of P.O.P. materials that help advertisers get the edge over competition.

Suggest KLEEN-STIK's unique advantages . . . show the KLEEN-STIK IDEA KIT of practical samples . . . and see how easy it is to get extra business with KLEEN-STIK!

### ● SLIDE-STIK

"Pops up" product in lifelike 3rd dimension!

### ● FACE-STIK

For easy, inexpensive face-to-the-glass displays.

### ● FLANGES

Position your sales message at right angles to store traffic!

### ● LABELS

Individual split or roll labels for hand feed or automatic, high-speed application. For industrial use or point of sale!



# KLEEN

# STIK®

# creates IDEAS

## KLEEN-STIK PRODUCTS, INC.

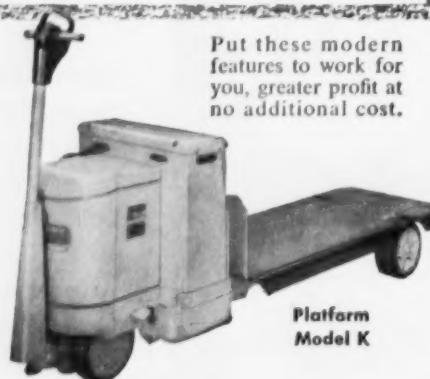
Pioneers in Pressure Sensitives to the Trade  
7500 WEST WILSON AVE. • CHICAGO 31, ILL.

### Write TODAY

for your FREE IDEA KIT —  
loaded with business bait!

**A modern truck for modern plants**  
**The HydroLectric**  
**with most modern features**

- 2 Drive Wheels instead of one
- 2 Braking Systems available instead of one
- 4 Wheel Stability instead of three
- Alloy Gear Transmission instead of chains
- 100% more Steering Ease —Greater Maneuverability
- 50% less Maintenance —Easy Accessibility
- Finger-Tip Control —Greater Safety



Put these modern features to work for you, greater profit at no additional cost.

**Platform Model K**

Write for Bulletin KW



STUEBING Designed • Engineered • Built

**LIFT TRUCKS, INC. / CINCINNATI 14, OHIO**



THERE IS A TRUCK FOR EVERY PURPOSE TO HANDLE ANY KIND OF MATERIAL.

# ALPENPAKE BOND

BASIS 17x22—500—12#

**LIGHTWEIGHT — OPAQUE**

**DESIGNED FOR LETTERPRESS, MULTILITH and OFFSET PRINTING of FORMS, BROADSIDES and JOBS WHERE QUALITY COUNTS**

STOCKED IN STANDARD WRITING SIZES  
 IN WHITE AND SIX COLORS BY LEADING PAPER MERCHANTS EVERYWHERE

MANUFACTURED BY

**FLETCHER**



**PAPER COMPANY**

ALPENA, MICHIGAN

20 N. Wacker Drive

Write for Free  
 Sample Folders Today  
 Address Dept. C

Chicago 6, Ill.

owned by the G. J. Aigner Co., Chicago. BURT SCHRADER will replace him as new manager of the customer service section.

NORMAN BENNETT has been appointed vice-president and general manager of Gage Papers Ltd., Toronto, Ont., a new fine papers distributing company.

WESLEY P. HEILMAN of the S. D. Warren Co. is chairman of the New York City Paper and Pulp Division of the National Foundation for Infantile Paralysis 1957 fund-raising campaign.

SIDNEY LANGFORD, Cleveland branch manager, has received a 25-year service award from General Printing Ink Co., division of Sun Chemical Corp.

EDWARD H. PERKINS, JR. has been elected vice-president of Brooks & Perkins, Inc., Detroit.



Edward H. Perkins, Jr.



Ted Niggli

TED NIGGLI has been appointed to the newly created post of Miehle-Dexter coordinator by Miehle Printing Press & Mfg. Co., Chicago.

ERNEST W. RAPA has joined Tileston & Hollingsworth Co., Boston, Mass., as advertising manager.

WALTER H. LOEWY has been appointed to take charge of the chemical research laboratory of Kleen-Stik Products, Inc., Chicago.

ROBERT K. YEOMANS has been appointed production engineer at the New York agency of Mergenthaler Linotype Co. He will cover the District of Columbia, central Maryland and south-central Pennsylvania.



Robert K. Yeomans

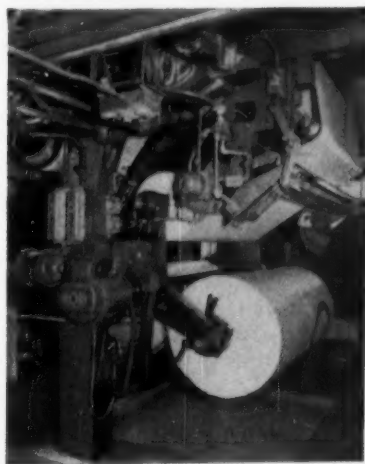


John Skahill

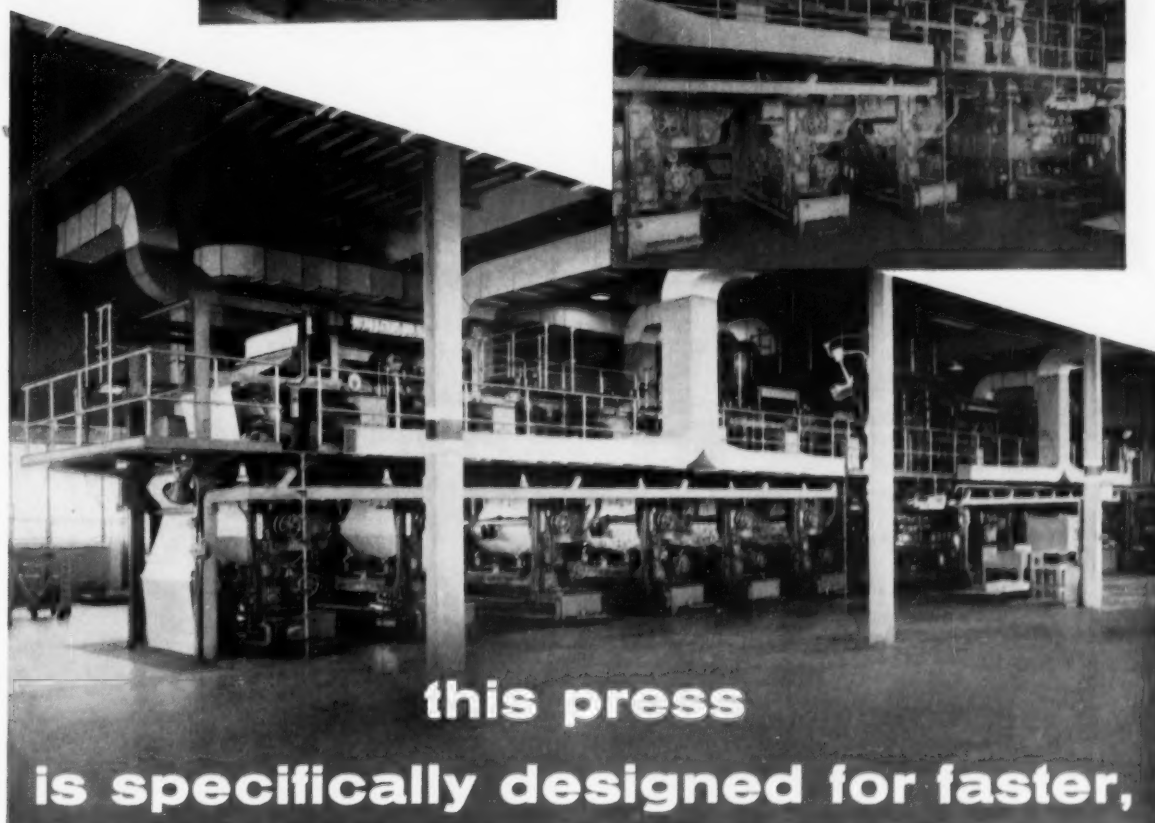
JOHN SKAHILL has been promoted from western district manager to general sales manager of Roberts & Porter, Inc., Chicago.

WILMER L. WRIGHT retired recently after 40 years of service with General Electric Co., Schenectady, N.Y. Much of





**from paper feed  
to folder...**



**this press  
is specifically designed for faster,  
high quality Rotogravure**

Why do leading gravure printers install Hoe equipment? Because the HOE ROTOGRAVURE PRESS offers the latest developments for maintaining uniformly fine quality printing where huge — as well as medium size — editions, either in montone or multicolor, must be produced at high speeds. Exclusive Hoe features such as automatic pressure control, motorized circumferential adjustment of design cylinder, improved ink fountain design, ink circulating system, and doctor blade arrangement, are some of the very definite reasons for the choice of Hoe gravure presses by leading printers.

And the folders have been designed expressly for Hoe high speed rotogravure presses. They are available in two models — former type (newspaper) and jaw type (magazine).

On the feed end of the press, the Hoe reels, tensions and pasters are so outstandingly efficient that publishers and printers buy them for installation on existing presses of other makes.

In fact, the complete package from feeder to folder, embodies all the latest developments for high-speed production of uniformly fine quality rotogravure printing . . . assuring the most efficient and economical production. Write for more information to:

**R. HOE & CO., INC.**

910 East 138th Street, New York 54, N. Y.  
BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO

his work was with large ac double-motor printing press drives, ac and dc drives for high speed presses, and color register.

TURNER PRINTING MACHINERY, INC. has a new location at 6327 Linwood, Detroit, where it has double the floor space of the previous address.

MATT J. LECKEY, president, Sinclair and Valentine Co., has announced the setting up of a new district centering in Chicago, incorporating the Chicago, Detroit and Kalamazoo branches, and covering the Milwaukee, Minneapolis and Indianapolis sales districts. Former Chicago branch manager GEORGE JILLICH heads the new district.

THOMAS B. BUCHANAN has been appointed assistant general sales manager of Sinclair and Valentine Co. HOWARD C. WIKOFF has succeeded him as manager of the Philadelphia branch.

STEPHEN LARRABEE has been appointed to the Detroit office of the Dexter Folder Co. RICHARD F. HOURIGAN has been appointed to the Chicago office.

J. A. KELLER, Mergenthaler Linotype Co., Brooklyn, vice-president of operations, has been elected to the board of directors. He succeeds KARL R. SCHOETTLE who resigned to devote full time to his box manufacturing business in Bridgeport, Pa.



Charles D. Kayser



Paul E. Twyman

CHARLES D. KAYSER, western offset manager for Miehle Printing Press & Mfg. Co., Chicago, has been promoted to manager of the general sales office. PAUL E. TWYMAN has been promoted from assistant manager to assistant to the vice-president for sales.

REUBEN B. ROBERTSON, president and board chairman of Champion Paper Co., Hamilton, Ohio, has been honored by having the new pulp and paper laboratory at North Carolina State College named after him.

WALTER J. DAMTOFT, assistant secretary of the Champion Paper and Fibre Co. and its general woods department director, has been named by the state forestry association as the man who has done the most for forestry in North Carolina during the past year. He specializes in reforesting the firm's timber holdings in the western part of the state where he is one of the first industrial foresters.

ALBERT E. EATON, formerly manager of American Type Founders' New England sheet-fed division district office in Boston, has been named New England regional manager, web press division.



Albert E. Eaton



Charles M. Baker, Jr.

CHARLES M. BAKER, JR., has been named division manager for the Westerly Division of the Cottrell Co., Westerly, R.I., a subsidiary of the Harris-Seybold Co., Cleveland, Ohio. He was formerly director of manufacturing.

JAMES W. MADDEN has consolidated his company with O'Connell & Davis and will operate under the name of James W. Madden, printing office supplies house at 240 Sacramento St., San Francisco. JAMES W. MADDEN, JR. has joined the staff.

RICHARD V. HUNDLEY has been appointed branch manager on the Pacific Coast for Miller Printing Machinery Co. His office will be in San Francisco.

Mr. Printer!  
Want increased  
profit margins?

get them with  
*Speed-Flex*  
equipment!

New Speed-Flex  
offset press design  
permits installation of  
additional offset or rubber  
plate units. Available  
with either cutoff or  
rewind delivery.

It's not how much volume you do but how much profit you make that tells the real story of your business prosperity. So doesn't it make sense to investigate *Speed-Flex*, the printing press that produces better quality at up to 6 times the speed of other sheet fed presses?

Investigate the *Speed-Flex* line. There's a whole family of high production, multiple operation equipment that will help you get more profits. And the brand new *Speed-Flex* offset press with a world of time-saving, profit-making features is the latest addition to the line. It's easy to own, too! Write for information on this sensational new press and other *Speed-Flex* equipment.

Manufactured by  
WESTERN GEAR  
  
"SINCE 1888"

direct inquiries to  
117 W. 9TH ST., LOS ANGELES 15 • TRINITY 8556

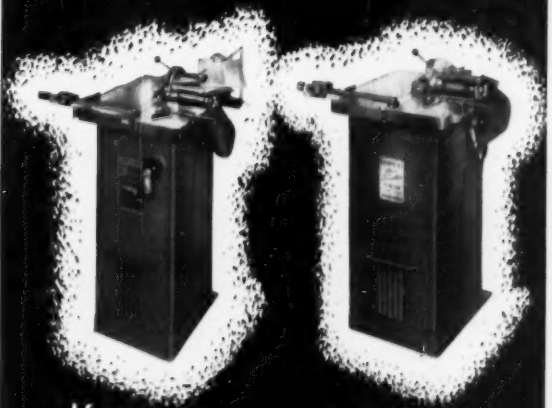
NEW YORK • 1140 BROADWAY • MURRAY HILL 3-1253  
CHICAGO • 110 SO. DEARBORN ST. • RANDOLPH 6-7977

**Orville Duto & Son, Inc.**  
PRINTING PRESS SALES AND SERVICE



MODEL G-4

**MORE POWER FOR YOU!** The Glider TrimOSaw's 1 HP motor is the largest furnished on any composing room saw. The 1 HP motor coupled with the ball bearing table provides the fastest sawing ever enjoyed on a printer's saw. Handfuls of slugs are cut like a hot knife cutting butter — and to micrometer precision too!



*Mercury*  
**TRIMOSAW**

"THE SAW WITH THE  
BALL BEARING GAUGE"

*Ben Franklin*  
**TRIMOSAW**

"FINEST QUALITY SAW  
IN THE LOW PRICE FIELD"

*Hammond*  
*Machinery Builders*  
INC.

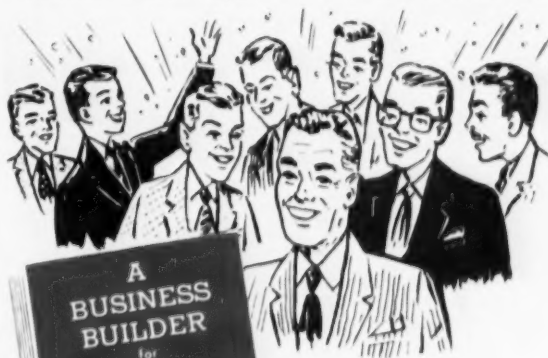
1616 DOUGLAS AVENUE

KALAMAZOO, MICHIGAN

**Enthusiastically Acclaimed!**

## GUMMED LABELS AND STAMPS BUILD BUSINESS FOR PRINTERS

Proves "Door Opener" to More Customers



**Available FREE from your  
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Booklets of seventy-five colorful gummed labels which you can use on letterheads, bills, estimates, etc., to solicit gummed label printing. Demonstrates how economically a sales story or message can tell and sell.

Ask for, Buy only the Finest-

**PERFECTION®**  
FLAT GUMMED PAPER



112

Perfection is made by  
**PAPER MANUFACTURERS CO.**  
PHILADELPHIA 15, PENNSYLVANIA

# Pick a **Wetter** and always get...

- Perfect Number Sequence
- Clean, Sharp Impressions
- Crisp, Accurate Register

## NONPAREIL MODEL

For general use on large diameter cylinder, bed and platen type presses. Roman or Gothic figures.

5-wheels — \$24.00\*  
6-wheels — 26.00\*  
7- and 8-wheels —  
prices on request



## MIDGET MODEL

For use where room for numbering machine is limited i.e. stamps, coupons, tickets, etc.

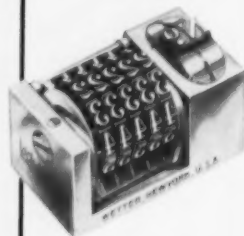
#115 — 5-wheel Roman \$37.00\*  
#223 — 6-wheel Roman 40.00\*  
#116 — 6-wheel Gothic 40.00\*  
#224 — 7-wheel Gothic 44.00\*



## LOCK-WHEEL MODEL

For small diameter cylinder, high-speed presses. Roman and Gothic figures.

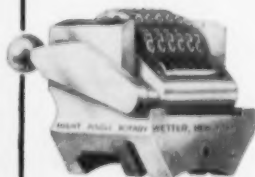
5-wheels — \$29.00\*  
6-wheels — 31.00\*  
7- and 8-wheels —  
prices on request



## RIGHT ANGLE ROTARY MODEL

For numbering at right angles to the impression cylinder. Available also for parallel operation. Gothic and Roman figures. Prices on application.

\*Removable slide plunger \$1.00 additional — all prices F.O.B. Brooklyn, N. Y.



**WETTER NUMBERING MACHINE CO.**  
ATLANTIC AVENUE & LOGAN STREET - BROOKLYN 8, N. Y.  
ONLY UNION MADE NUMBERING MACHINE IN U. S. A.

## Precision · Production · Profits . . .

### PMC Sterling Toggle Base and Hook System

permits you to improve quality, increase production and decrease operating costs.

Plates are quickly positioned on rigid, precision made PMC Sterling Toggle Base. They are accurately registered and securely held by PMC Sterling Toggle Hooks.

Time required for lock-up, make-ready and register is cut substantially, resulting in less idle press time and more profitable operation.

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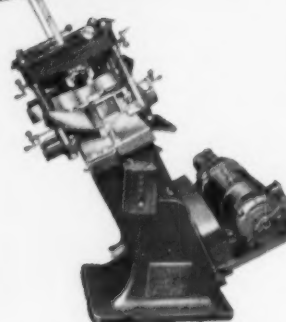
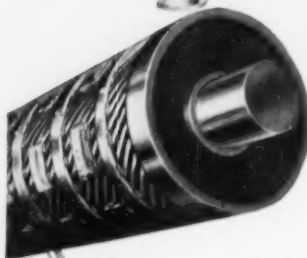
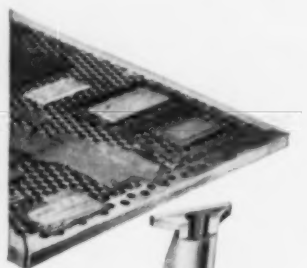
gives you positive, precision plate mounting on any rotary letterpress.

Assures speedy, accurate placement of plates—measured movement of hooks for hairline register—ability to hold extremely narrow margins and irregularly shaped plates.

### PMC Die Cutting Machine

handles up to 300,000 pieces per hour. It dies out labels, or cuts round corners and trims three sides in one speedy operation.

Write for additional information.



# PMC

**THE  
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COMPANY**

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DISSTON  
says:

"If it lasts . . .  
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and  
lasts

you can bet it's a  
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There's uniformity throughout a Disston 866 Paper Knife. You won't find any hard spots, or soft spots, either. Precise control of heat treating furnaces gives every knife a uniform, proper hardness. And expert tempering gives every knife a long-lasting edge . . . an edge that won't roll under or chip out.

Call your nearby Disston distributor or Harris-Seybold branch today for quick service.

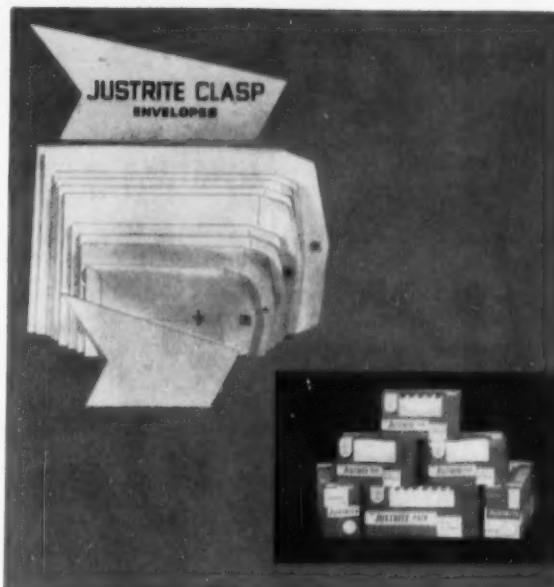


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Attractive envelope displays for point-of-purchase counter sales are currently featured for dealers by the Northern States Envelope Co. of St. Paul and its associate, the Justrite Envelope Manufacturing Co., of Atlanta.

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The clasp unit affords prominent display and is designed for impulse sales of one or more envelopes. Suggested retail prices are furnished with each display.

Justrite Packs are offered in both popular No. 6<sup>3</sup>/<sub>4</sub> and No. 10 sizes in plain, air mail, and return address styles. Compactness makes them ideal for home use, for small businesses, and while traveling.

Write either Justrite Company for an envelope catalog and more information on these and other items of Justrite's complete line of standard and specialty envelope products.

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**NORTHERN STATES ENVELOPE CO.**  
300 EAST 4TH ST., ST. PAUL 1, MINN.

**JUSTRITE ENVELOPE MANUFACTURING COMPANY**  
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SOLD FOR RESALE ONLY

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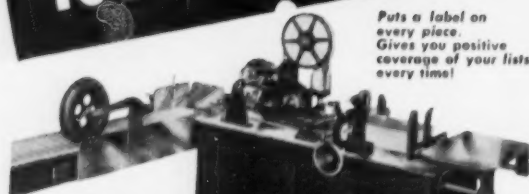
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PRESS AND SHEET SIZE WANTED.

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CAN'T MISS... CAN'T SKIP...  
**100% ACCURATE**



Puts a label on  
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Gives you positive  
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And fast! Up to  
18,000 an hour!  
Jobs go out right—  
right on time—at  
lower costs. Let us  
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Dependable Service*

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A moderately priced tympan with a hard, even  
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DON'T ask the operator for Walton's num-  
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for conditioning problems. Essex 3-5342 or  
contact Walton Laboratories, Inc., Irving-  
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humidification equipment.

*Walton*  
HUMIDIFICATION

*They Laughed . . .*

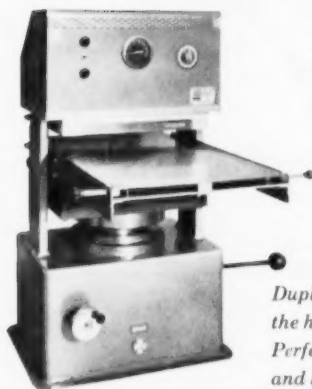
When I said, "We'll Do the  
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And you, too, Mr. Printer, can do professional embossing  
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BOSSING BOARDS from The Inland Printer. A booklet  
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Don't let those extra profits walk out the door.

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the  $\Phi$  platemaker



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Duplicate rubber plates cut  
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Perfect reproduction for line  
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Use curved or flat.

Write for full details.

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formerly Preco

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Profit records for YOU . . .

NEW FEATURES

greatest advance in Folder history . . . . .

doubling your net profits . . . for instance.

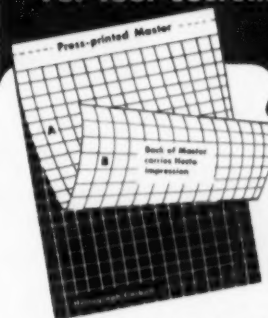
2 folded signatures (from a single sheet fed into Folder) now come out where one came out before . . . of course in 1 automatic operation. And—from a single sheet fed into Folder—you can have two separate sheets collated and folded together . . . of course in 1 automatic operation.

Thanks to you for ordering \$50,000,000. of BAUMFOLDERS, volume production keeps prices down . . . even in these days of high labor costs and high material costs, you can still install a 17½ x 22½ Automatic Bindery complete in one compact life-time "Gold-Mine" . . . that folds; cuts; scores; perforates; collates, etc., etc. for only \$85. initial and \$47. a month. It will pay-for-itself many times over before you pay for it. No finance charge . . . just simple interest. And other sizes comparable pay-for-itself terms . . . 14 x 20" or 22 x 28" or 25 x 33" or 31 x 46-60".

RUSSELL ERNEST BAUM, INC.  
615 Chestnut St., Phila. (6) Pa.

P.S. Someone said,—"he benefits humanity who makes 2 blades of grass grow where one grew before."

For Your Customers who demand  
THE FINEST . . . .



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State

When the job's  
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a GOOD BRAND  
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Why let outlaws mess up your plate and press rooms? Why leave yourself open to profit rustling? Keep law and order! Use only a quality brand: LITH-KEM-KO Chemicals, the pioneer brand that settled the "wild West" of Lithography!

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# classified buyers' guide

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It's the best printer's house-organ you can get because it sells printing. Your name designed into it. Smart; low cost. Sales copy wins national award. ANK. Maybe your city and area is open. "It brings in business." "Prospect-call us." "It makes money" . . . clients say.

Send for facts. No obligation.

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**FOR SALE BY OWNER.** Vertical Miehle, Baum Folder, Hammond Glider Saw, Super Speed Electric Punch, two letter presses, etc. College Press, Box 311, Mt. Vernon, Ohio.

## BUSINESS OPPORTUNITY WANTED

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**Ennis**  
*Amco*  
**NON-SMEARING  
HOT SPOT  
CARBON INK**

**Longer Life** — guaranteed not to dry out

**Better Legibility** — up to 12 clear copies

AMCO maintains complete laboratory facilities for testing and determining your carbon ink needs. Send us the grade and weight paper to be used — we'll recommend the right carbon ink for the job.

**AMERICAN CARBON PAPER MFG. CO.**

Factories at Ennis, Texas • Chattanooga, Va. • Paso Robles, Calif.

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STATIC  
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STATIC**

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ELIMINATED!**

In fact, the SIMCO "Midget" guarantees to do the job . . . effectively . . . safely . . . inexpensively! Best static eliminators for all printing and bookbinding machinery!

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**RICHARDS' EXPERIENCE PAYS OFF**  
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Ask for Goose Book full of ideas  
**J. A. RICHARDS CO., KALAMAZOO, Mich.**

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*Cantine's*

**COATED PAPERS**

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- ★ Absolutely Guaranteed

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**1-STEP ROLLER & WASH  
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Try the finest one-step wash ever developed!

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**NON-FLAMMABLE**

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Rebuilt Machines . . . Sensibly priced  
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Automatic feeders available.

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No. 41 Miehle unit, bed 31 x 41.

2-col. 27 x 41 Miller, 4 track, oiling sys-  
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28" x 41" 4-track Miller Major.

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KELLY PRESSES:

No. 1—22 x 28; No. 2—22 x 34.

Reloading Feeder, A.C. motor equip.

22" x 28" Miehle Horizontal, straight  
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D. E. 17 1/2"x22 1/2" ATF Chief

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**DISPENSER**

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Gold ink  
in paste  
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Murray Hill 3-6670

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Self Sanitizing  
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Just PRESS BUTTON AND SPRAY  
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Quality Control Equipment for the Printing Industry for 42 years

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Plastic and Rubber Printing Plate  
Materials Sold by leading Printers'  
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MEGILL'S PATENT



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FOR PRINTING CRAFTSMEN

SEE FOR YOURSELF. ORDER A SET

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ROLLER  
COMPANY**

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#### HELP WANTED

Vice President—General Manager  
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profit sharing bonus. Must have  
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setting time standards, method an-  
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desirable.

Describe yourself and complete  
work experience, earnings in each  
job, references and why you want  
this job in first letter. Our employees  
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Superintendent—Offset-  
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Prod. Mgr.—Offset Trade Plant  
estimating exp. necessary MIDWEST to \$10,000  
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Admin. Asst.—Letterpress  
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Sales Manager—Business  
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WANTED: Cameramen, platemakers, strippers,  
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**PLANT MANAGEMENT—ENGINEER-  
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#### Sources:

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THE CHICAGO TRIBUNE

STAMATS PUBLISHING CO.

5 Miller SY & TY

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units, late serials

2 Miehle Model 46 Two Colors  
chain delivery, stream feeds

Miehle hand fed Nos. 1, 2/0 and 3

Kelly Models B, No. 1 and No. 2

2 Miehle Vertical Model V-50

Seybold Model 60, cutter 44"  
power back gauge, side tables

Cleveland Model MSC folder

Goss 96 page two color rotary

Cottrell 64 page rotary

Cottrell 5 color 32x47 sheet  
fed rotary

Lanston Strip Material maker

Seybold 3-VA trimmer

Linotypes Model 5, 8, 26

Hamilton steel composing room  
equipment

## TYPE & PRESS of Illinois Inc.

3312 North Ravenswood,  
Chicago

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We shall, on request, send printed matter on any or all of the foregoing subjects. We have also an interesting booklet, "How to Save Money on Type Metals". And there's always a Federated Service Man not far from you who'll be glad to discuss your type metal problems.

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# THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ WE JUST HAD LUNCH with a member of a public relations firm which represents one of our substantial advertisers. Strangely enough, he didn't try to ram a lot of free publicity for his client down our editorial throat. But he did ask us this loaded question: "How do you edit for advertisers?"

"That's easy," we shot back. "We try our utmost to be useful, correct and fair in the interests of our readers. The confidence of our readers is by far our most important asset. We've spent the last 70-odd years building editorial prestige; we enjoy it now and value it highly."

Well, sir, that stopped him short in his tracks. We explained that we judge every piece of publicity, news or feature material strictly on the basis of what it will do or mean for our readers, regardless of whether it comes from advertisers, prospective advertisers, or from firms which just want to see how much free publicity they can get for nothing.

Many advertisers still don't believe that, or if they do, they still haven't got it into their blood. Some of them seem to feel that because they pay the fiddler, they should call the tune. It's not an enlightened point of view, but one we're always trying to adjust.

Whatever benefits readers will also benefit advertisers. Readers must be served before they can be sold. The well-fed reader willingly pays the check.

Even the most selfish advertisers have respect for the publication which is firm in its policy of giving the utmost service to its readers and not permitting advertisers to push them around.

The sole obligation of the publisher to his advertiser is this: To deliver a substantial market for the advertiser's goods and a receptive audience for his message. No publisher can do more than that. If he does that as well as it can be done, he does enough.

★ IN HIS BOOK, *Tennessee Printers*, James Hambley Sears describes a little known but important part played by horses in early American printing. Besides pulling the printer's press and other equipment on wagons from settlement to settlement while the wandering printer searched for his next supply of food and tobacco, the horse was sometimes called upon to operate the press. Sears describes it as follows:

"The press was roughly about the size of a high bureau or chest of drawers, made entirely of wood; a solid frame standing on four legs; a flat bed on which the type was laid, and above it a solid piece of wood which could be pressed down by the force of a screw, operated by a hand

lever. The pressure was only as great as a man could put into working the hand lever.

"Later the old-fashioned screw was changed into a triple thread that made it possible to do the work quicker. The famous Washington press used a toggle joint in place of any kind of a screw. In between, here and there, manpower gave place to horse. They put a horse in the cellar of a building and the animal, by walking round and round, revolved a shaft which, going up through the floor, brought about still greater pressure and speed."

★ P. T. BARNUM ONCE SAID, "I can out-talk any man on earth but a printer. The man who can sit tight and the next morning talk to a thousand people while I'm talking to one is the man I'm afraid of. I want him for a friend." And that, my friend, is the reason why printers, many years ago, named a type face after P. T. Barnum. Look it up some time!

★ IN MOST PRINTING BUSINESSES, and in their various departments, there's probably a lot of red tape that could be eliminated if the owners would just take the time to study, for example, what happens when an order is entered, what happens in its production, what happens in the record keeping.

If printers can't cut costs of materials and labor and still can't make a decent profit, then they ought to examine their production and record-keeping methods in an effort to cut out unnecessary operations and paper work. Ask yourself, "Why do we do this?" or "Why is this necessary?" Then ask your foremen and your employees the same questions. You'll get a lot of peculiar answers, such as, "Why, we've always done it this way," or "We have orders from the front office to do this."

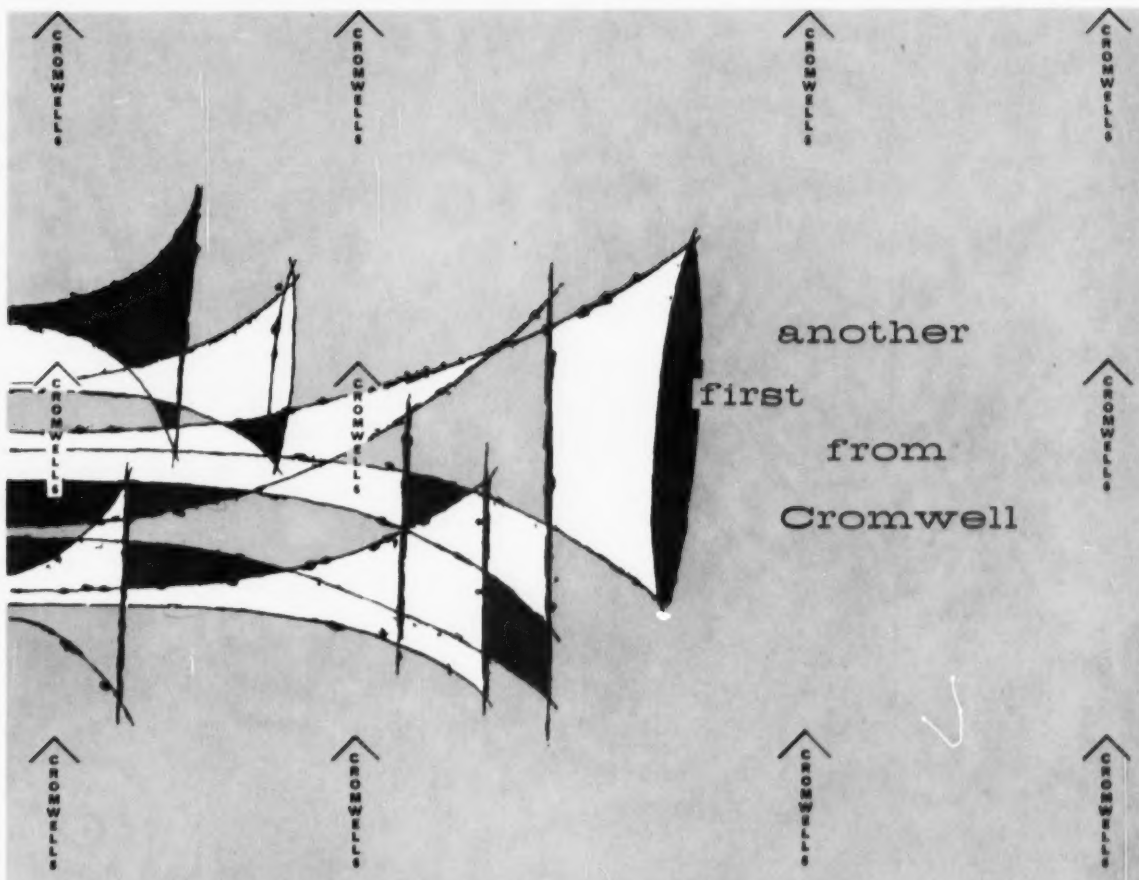
In many cases, the reasons for doing something in a certain way, or keeping records that have no future value, have long ago ceased to exist. Maybe you, as the boss, asked to have certain things done temporarily, then forgot to order a "cease and desist" later.

Chances are you can speed up your production and cut down on the paper work. Then, too, you might just accidentally raise that ol' profit percentage that seems to be approaching the cellar for many printers.

★ WHEN A PRINTER GETS INTO AN ARGUMENT with a customer, there are always three sides to the question: your side, his side, and to heck with it. The customer is not always right, sometimes not even bright, but are you good enough to make him think he is?







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**Makes stock control easy by showing caliper number**



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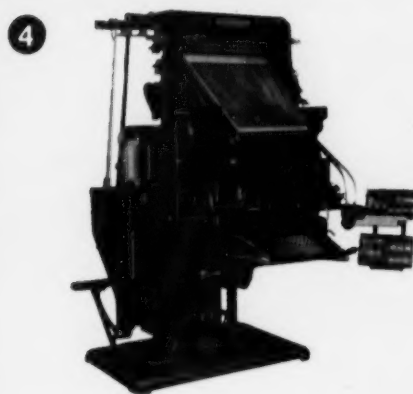
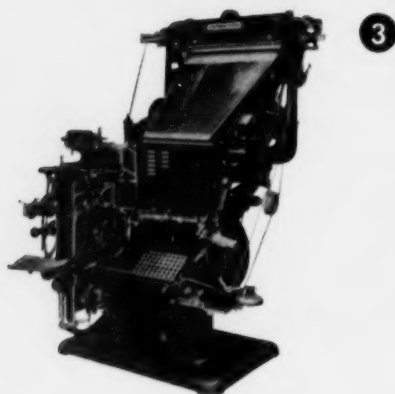
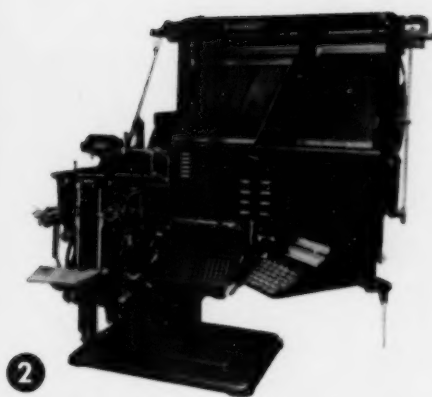
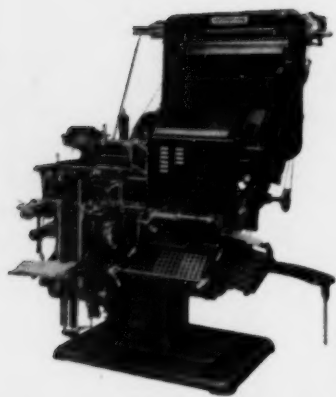


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